



The Cattleman

Fort Worth, Texas, October, 1954

VOLUME XLI - - No. 5

BEEF . . .

**RICH IN PROTEIN,
VITAMINS and MINERALS**

In this issue—

**WHAT BEEF PRODUCERS ARE DOING
ABOUT THEIR SURPLUS.**

AT FORT WORTH . . .

Where Buyers and Sellers Meet



Fort Worth stock yards, established more than half a century ago, serves both buyer and seller of livestock to the advantage of each. The seller can consign any and all classes of livestock to Fort Worth with the assurance that his shipment will be taken care of and properly handled. His consignment will be presented to buyers in the market for all classes, and the TOP dollar on the day's market will be secured. Day in and day out—year in and year out—experienced stockmen know that the Fort Worth market is the most **CONVENIENT, DEPENDABLE and PROFITABLE** place to sell all classes of livestock.

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If you're buying or selling—try Fort Worth the next time

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Fort Worth Stockyards

A division of United Stockyards Corporation

FORT WORTH, TEXAS



FRANKLIN



This trade mark has for nearly 30 years been the stockman's "Guiding Star" to dependable protective products for livestock.

Prepare to Combat the Ravages of SHIPPING FEVER!

FRANKLIN CORYNEBAC- PASTEURELLA BACTERIN

VACCINATE your calves about ten days before weaning or shipping. Follow in about ten days with a second dose. Use Franklin Corynebacc-Pasteurella Bacterin.

This provides strong resistance against the widely prevalent Hemorrhagic Septicemia factor.

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For more detailed data see the Franklin catalog. Get a free copy from your local Franklin dealer or write any Franklin office.

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The right tools can take a lot of unpleasantness out of this necessary chore.

Franklin offers a complete line including Barnes, Superior and Keystone instruments, and the specially designed Franklin Dehorning Saw. Use Franklin BLOOD-STOPPER following dehorning—a safe, fast-acting powder in shaker top cans.

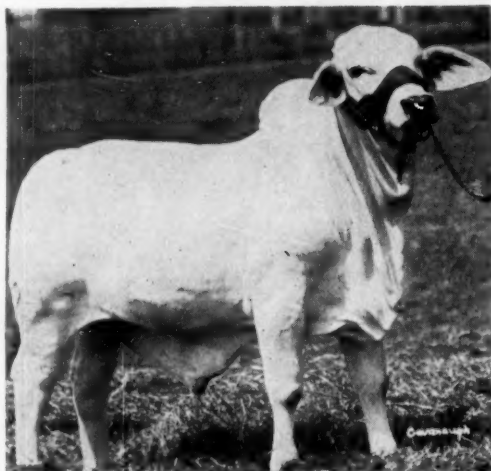


Ready to Help You!
Local Drug Store Dealers have Franklin products in easy reach of stockmen—almost anywhere. They are ready to serve as well as to sell.

O.M. FRANKLIN SERUM COMPANY

DENVER - KANSAS CITY - WICHITA - ALLIANCE - AMARILLO - FT. WORTH - MARFA
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A REAL COMER



JDH Rex Crato de Manso

By JDH Rex A Manso and out of a Rodrigo Manso
17th cow. Calved Nov. 22, 1953.

WATCH FOR HIM on the show circuit
this fall and next spring.

The current ratio of purebred and commercial prices makes possible the utilization of Brahman blood in your commercial herd more economically than ever before.



WRITE US YOUR NEEDS, OR, BETTER
STILL, PAY US A VISIT



J. D. HUDGINS
"Beef-Type Brahms"

HUNGERFORD,
TEXAS

WELCH,
OKLAHOMA

The Cattleman

Vol. XLI

OCTOBER, 1954

No. 5

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Hidden Treasure



Like finding gold nuggets at the grass roots...

William E. Hughes
Director of Ranch Operations
Office: Wellington, Texas

MILL IRON RANCHES
Office

Wellington, Texas
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Manager, Mill Iron Ranches

Blue Panic is a treasurehouse of vitamin-rich, health-building juices—accumulated and stored by nature's chemical laboratory, ready to be tapped and processed in the

Mill Iron
BEEF FACTORY

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Assistant to the Trustee
ELMER R. MONSON
Assistant Ranch Manager
In Charge of Grass and Pasture
Development

The Good Book says:
"Study to be quiet, and
to do your own business."
1 Thes. 4:11.

It is not part of our nature
to indulge in any

bull extravaganza
now or later

Good business, today as ever, survives on the basis
of friendly, courteous service and honest practices.

This could be the right time
for you to **pick out**
the right bull

Babson says:
All gasolines can't be the best!
All tobaccos can't be the mildest!
All cars can't give the greatest
number of miles per gallon.
All detergents can't wash the whitest.
In the face of such counsel,
we cannot claim we have the
"greatest bulls in the world"
... modesty forbids.

from the strong offering in the **Annual**
WHR Sale
Fri. Oct. 15
40 top yearlings



Summer Yearling
by WHR Helmsman 146



Junior Bull Calf
by WHR Target 19



Summer Yearling
by WHR Ideal Duke 1st



Summer Yearling
by WHR Champion 11

(Many of them pictured below,
taken in mid-summer—
by Matt Culley.)



The "sign" to trust—
in the "horizon" of many,
many, top Herefords.



WYOMING HEREFORD



*and remember
the beautiful "belles"*

They are important, too,
from the "bull" angle.

First:

*Their sires had to be right
to have such beautiful daughters—
many by Register of Merit bulls.*

Second:

*These heifers are all in calf
to some of WHR's leading sires:
the imported VERN DIAMOND;
the CHAMPION WHR TARGET 19
and others.*



Part of the 40 Heifers
running in pasture, where they
have been all summer, and
viewed by dozens of Hereford
breeders visiting WHR.



DIAMOND

40 Bred Heifers

choicest of the choice

40 Stalwart Bulls

**Selling in another great
Sale at WHR**

Send for Catalog



WHR Target 19

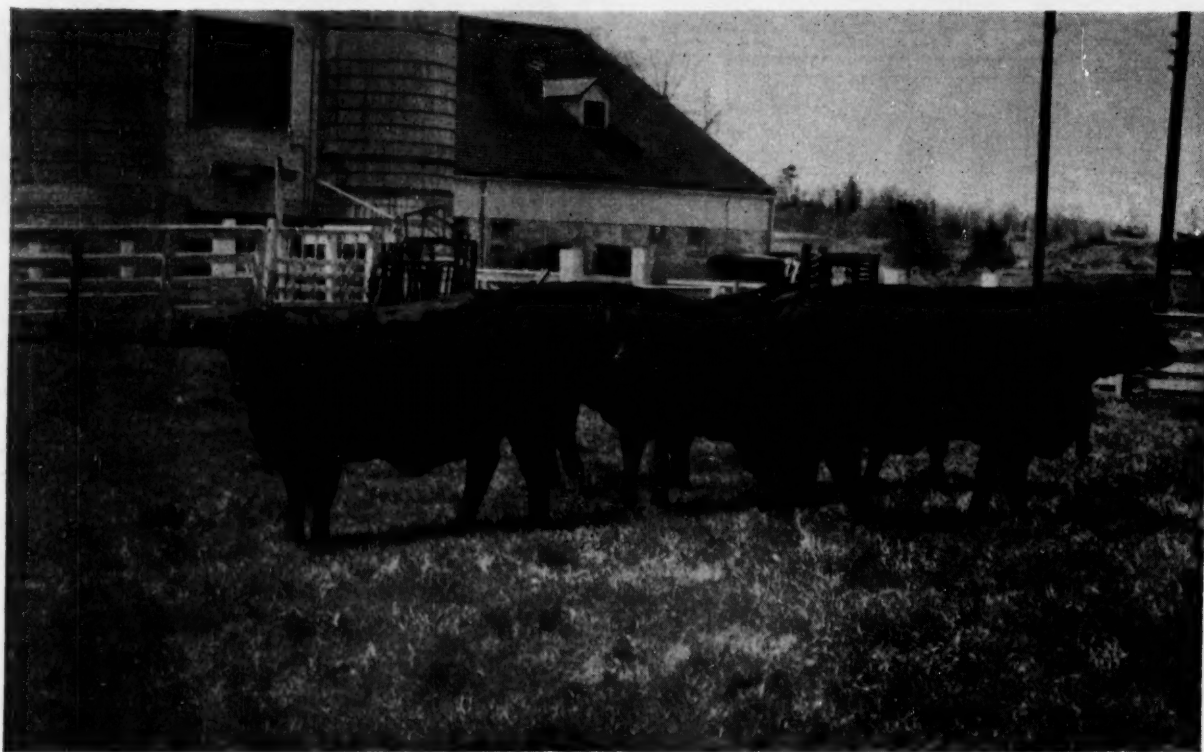
1954

RANCH, Cheyenne, Wyo.

You can come to WHR
directly after the Hereford Show
at the great Pan American
in Dallas October 12, 1954.
You'll be most welcome!



FROM THE HOME OF BRANGUS . . .



17 half-blood cows, 2 three-quarter blood bulls
from the top of the Clear Creek Ranch herd
will sell at

NORTHEAST OKLAHOMA BRANGUS SALE
VINITA, OKLA. ★ OCTOBER 30th

If you want the BEST in BRANGUS . . . look to Clear Creek . . . the home of Brangus!

VISITORS WELCOME AT THE RANCH

Clear Creek Ranches 

FRANK BUTTRAM • DORSEY BUTTRAM
RANCHES AT WELCH, OKLAHOMA AND GRENADA, MISSISSIPPI

Charter Member, American Brangus Breeders Association



Of things that concern cattle raisers

The Cattleman Cover

BEEF

Reproduced by special permission of The Champion Paper and Fiber Co.

WE have devoted our cover this month to beef, rich in protein, vitamins and minerals. Inside the covers of this month's issue will be found the story of what beef producers are doing about their surpluses.

Clear across the nation things are happening in the beef world. Producer organizations are staging a concerted effort to induce the people of this country to increase their intake of this vital food. From the national organization on down through the states this effort is being carried on with vigor.

Here for the first time is told the story of the newly organized Texas Beef Council, an organization originated and sponsored by the Texas and Southwestern Cattle Raisers Association and given an initial start with a substantial contribution from that organization.

Here also is told the story of the National Live Stock and Meat Board, an organization to which members of the Texas and Southwestern Cattle Raisers Association have contributed nearly \$175,000 in the last 17 years. Contributions have run as high as \$15,000 a year to this worthwhile organization. This money is contributed voluntarily by the members of the Texas and Southwestern Cattle Raisers Association at one cent per head on the number of cattle rendered to the Association. This is by far the largest contribution of any state organization in the country and is in addition to that contributed by deductions taken from shippers at the market places, which amounts to two cents per head on cattle, two-thirds of a cent per head on calves, two-thirds of a cent per head on hogs and two-fifths of a cent per head on sheep. This is collected by commission firms and operators on the markets where such collections are authorized.

As the program for beef promotion gathers momentum it is fast becoming one of the greatest producer efforts that this country has ever seen. It is an attempt on the part of these producers to solve their own problem to convince consumers of this country that beef is a good, economical food and that the protein content in beef is as cheap a source of protein to be found anywhere. It is an attempt on the part of the producer to answer the question as to what he is doing about the surplus of beef in this country. Instead of asking the government to support the cattle prices the majority of beef producers are

trying to solve this problem themselves by encouraging people to eat more beef and thus keep surpluses from piling up in warehouses at taxpayers' expense.

Many allied industries, such as packers, financial institutions, stock yards, commission companies, auction sales barns and many others are cooperating with the producers in making it possible to bring the message of the value of beef to the consumer throughout the country.

This is not just a one-time flash in the pan program. It is a program that will live and grow for many years because the producer has come to realize that if he wishes his product to retain its proper place on the dinner tables of America he must be unrelentless in his efforts to tell the people who sit down at those dinner tables there should be meat on that table at least once a day. He has an important story to tell, a story that is worthy of the consumers' attention because meat eating nations are strong nations. No one realizes this more than the producer. One needs only to look at those countries where meat has never been an important part of the diet and he can realize that these nations have not prospered and become strong as have the meat eating nations.

We are indebted to The Champion Paper and Fiber Co. at Hamilton, Ohio for the color plates used in printing this cover. Paper used for the cover is also a Champion product.

Directors to Meet in Lubbock, October 7

ROY PARKS, president of the Texas and Southwestern Cattle Raisers Association, announces that the third quarterly meeting of the Board of Directors will be held in Lubbock, Texas, at 9 a. m., October 7. The meeting will be held at the Lubbock Hotel, and the management urges all members and others planning on attending the meeting to make their reservations promptly.

President Roy Parks urges all directors and others interested in the cattle industry to be present.

Important Livestock Capital Gains Decision

By STEPHEN H. HART,

Attorney, National Live Stock Tax Committee

THE reader will recall that in 1951 the Internal Revenue Code was specifically amended to provide that stockmen were entitled to capital gains on profit received by them from the sale of livestock held for draft, breeding or dairy purposes. Thus, speaking generally, one-half of the profit received from the sale of such livestock went tax-free

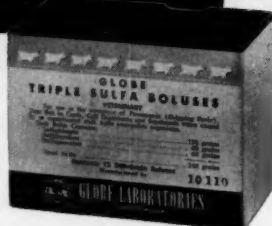


TRIPLE ACTION AGAINST PNEUMONIA AND CALF DIPHTHERIA

GLOBE PRODUCTS

GIVE EFFECTIVE

RESULTS



Globe Triple-Sulfa Solution is a mixture of three sulfa drugs . . . Sulfathiazole, Sulfapyridine and Sulfamerazine. It's highly effective because many bacteria which are resistant to one of the sulfas will be affected by the other two. Use Globe Triple-Sulfa Solution for Pneumonia (Shipping Fever) or Foot Rot in your cattle . . . also for Calf Diphtheria and Pneumonia-Enteritis complex in swine when caused by or complicated with Sulfa-susceptible organisms.

Globe Triple-Sulfa Solution (250 and 500 cc. bottles) can be used either intravenously or intraperitoneally. If started early, 25 cc. per 100 pounds body weight given every 12 hours for a period of 4 to 5 days is usually sufficient.

Globe Triple Sulfa Boluses (240 and 80 grains each) offer the same effective sulfa combination, to be used if oral administration is preferred. A dosage of 1/2 grain per pound body weight given every 12 hours is recommended.



**GLOBE
LABORATORIES**
FORT WORTH, TEXAS

Kansas City Denver Little Rock Memphis
Artesia, Calif. Sioux City, Iowa Calgary, Can.

to a stockman and in no event could the tax exceed 26 per cent of the profit; whereas, under Treasury interpretation of the Code prior to this amendment, all of the profit received by a stockman on the sale of such livestock was taxed in full as ordinary income, with certain exceptions. Many of the personnel in the Treasury and Bureau of Internal Revenue were antagonistic toward this capital gains amendment and therefore after its enactment they did their best to see to it that it was applied in a very narrow and restricted fashion. One of their methods of restricting the application of the amendment was to refuse to allow capital gains to apply to the sale of immature replacement animals despite the fact that the amendment specifically states that capital gains shall be applicable to breeding livestock "regardless of age."

The Fox Case

Unfortunately, in 1951 a taxpayer by the name of Fox took his case on immature animals to the Tax Court apparently with practically no evidence to show that he intended to hold these animals as replacements for his own breeding herd. Because of this lack of evidence, the court laid down an arbitrary rule that he was not entitled to capital gains on any heifers that were less than 26 months old or on any bulls that were less than 34 months old. This was on the theory that heifers 26 months of age would normally have had a calf and could therefore be considered a part of the breeding herd, and that bulls 34 months of age had been held for a sufficiently long time to determine their value from their progeny and therefore could be considered as the taxpayer's own herd sires. The taxpayer appealed the case to the United States Court of Appeals, which affirmed the Tax Court decision. Thereafter, a series of cases followed in which the Tax Court applied the arbitrary Fox case rule, although in many other cases the Tax Court refused to follow it where the taxpayer did produce evidence showing that he intended to hold for his own breeding herd heifers and bulls of lesser ages than 26 months and 34 months.

Fox Case Ruling Reversed

Regrettably, Revenue Agents have been buffaloing many stockmen with the Fox case rule and getting away with it despite the fact that there have been several cases since the Fox case which have indicated that the Fox case rule should not be given a blanket application. Recently, however, a decision has come down which clearly puts the Fox case rule in its rightful place. This is the McDonald case decided by the United States Court of Appeals for the Second Circuit and which reversed the decision of the Tax Court which applied the Fox case rule. In that case the taxpayer presented excellent evidence to the court that he was holding all of his immature animals for his own breeding purposes since he was in the process of developing what he intended to be one of the

(Continued on Page 18)



Unretouched photograph of one of eight BEEFMASTER steer calves fed by Laurie and Dale Lasater.

Theory and practice meet to make **BEEFMASTERS Gentle**

Almost all cattlemen agree in theory that an intelligent, gentle disposition in cattle has real money value. Gentle cattle are far easier to care for, and they ship in better condition at marketing time, with fewer bruises and injuries.

This theory is put into practice at the Lasater Ranch. BEEFMASTERS are bred to be gentle. A good disposition is one of the six essentials of BEEFMASTER breeding. (The others are fertility, weight, conformation, thriftiness and milk production.) Generation after generation, intelligent, gentle cattle have been selected for the BEEFMASTER breeding herds.

As a result, visitors to the Lasater Ranch are amazed by the gentleness and responsiveness of BEEFMASTERS.

Theory and practice meet on the Lasater Ranch. If a theory about breeding or management is sound, we put it into practice. We actually do what others believe in.

You can see the results in BEEFMASTERS.

**"More Beef
for Less
Money"**

Lasater **BEEFMASTERS** *The American Breed*

Ranches:
MATHESON, COLORADO
FALFURRIAS, TEXAS

Efficient and Modern—the Result of a Continuous, Constructive Breeding Program Since 1908

Trademark "LASATER BEEFMASTER" registered U. S. Patent Office. Foreign registrations pending.

MAILING ADDRESS: The Lasater Ranch, Box 545, Falfurrias, Texas



The Cattleman's CORRAL

Edited by HENRY BIEDERMAN

JUDGE JOE G. MONTAGUE, TSCRA ATTORNEY, REPORTS—At a meeting in Dallas September 20 many interested in Mexican bracero situation discussed simplification of rulings permitting Mexican labor to enter U.S. General Swing, Chief U.S. Immigration Bureau, gave encouragement to idea that simple card form might be used to replace 19 forms now necessary for hiring Mexican labor in U.S. Present was Walter Thurston, Chief American Section U.S. Mexican Bracero Commission.

Your attorney attended Texas Wild Life Federation meeting, Austin, Texas, September 25 and gave those present attitude of Texas ranchmen toward game conservation and control of hunting and fishing on private property. This meeting also attended by representatives from National Wild Life Federation and by people from all sections of Texas. Howard Dodgen, Chief, Texas Game, Fish and Oyster Commission made interesting report on activities of that organization.

* * *

TEXAS BEEF COUNCIL—Offices opened in Fort Worth September 1. Extensive program being worked out for promotion of meat includes "Beef Week In Texas," second week in November. Excellent co-operation reported from many organizations.

* * *

MEXICO ASKS LIFTING OF CATTLE EMBARGO—Mexican livestock producers looking forward to opening U.S. border for their cattle,

requested U.S. government to advance date of opening from announced date, January 1, 1955, to November 1, 1954. Mexico claims cattle will not be in good condition after January 1 but condition good now due to rains, which improved range conditions throughout northern Mexico.

* * *

MEAT PRODUCTION—Production of meat during balance of 1954 expected to be at all-time high. Meat prices improved somewhat but doubtful if can be maintained. Slaughter of cattle and calves expected to approach 40 million head in 1954 compared to 36.7 million in 1953 and 28.4 million two years ago. 1935-1939 average total slaughter 24.8 million head.

* * *

FARM INCOME—First eight months of 1954 farmers received 17.4 billion dollars for crop and livestock marketings. This is 4 per cent less than corresponding period last year. Prices of farm products average 3 per cent less than a year ago with total farm marketings about the same. Cash receipts from livestock and livestock products 11 billion dollars first eight months 1954, 2 per cent less in 1953.

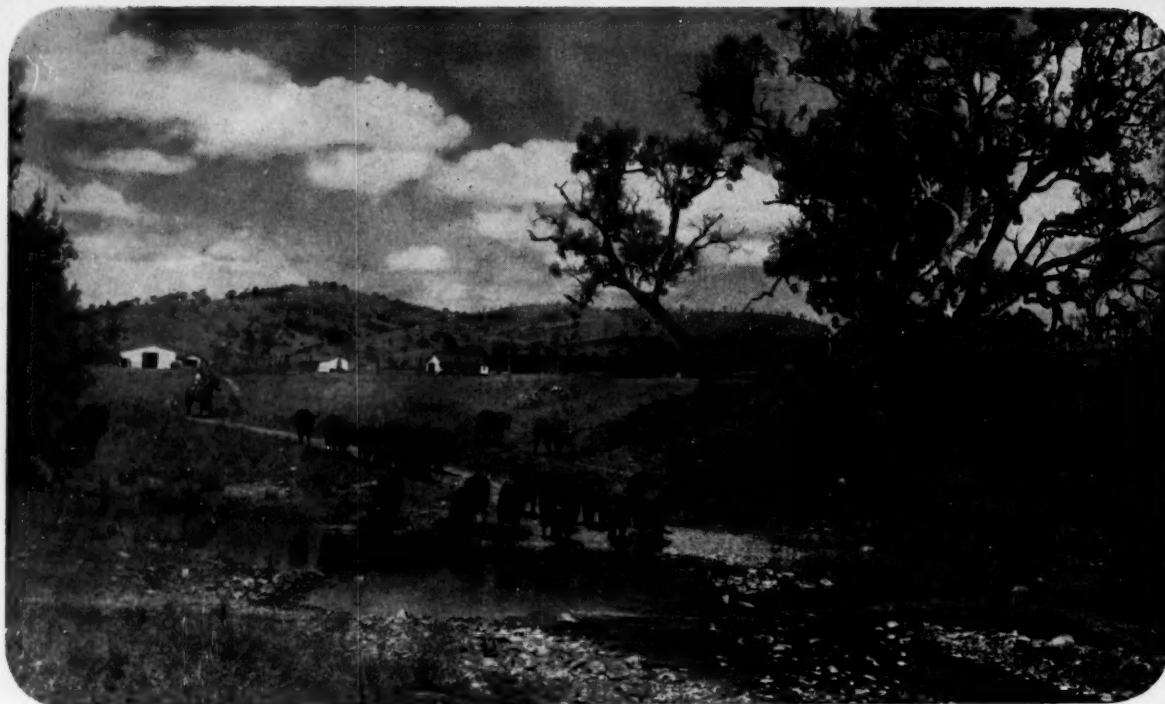
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HYPERKERATOSIS LOSSES—NEW RULING BY INTERNAL REVENUE DEPARTMENT—Under income tax laws of 1954 taxpayers can elect not to be taxed on gains they realized when they received damages on forced sale proceeds for cattle on account

(Continued on Page 15)



**FIFTH ANNUAL SALE
SANTA GERTRUDIS BULLS
KING RANCH QUARTER HORSES
KING RANCH, KINGSVILLE, TEXAS
NOVEMBER 10, 1954**



SANTA GERTRUDIS bulls at "Risdon," stud property of King Ranch (Australia) Pty. Ltd., Warwick, Queensland

AN INVITATION

We cordially invite you to attend our fifth annual sale when we shall offer 25 Santa Gertrudis yearling bulls and 25 Quarter Horse yearling colts and fillies at public auction on **WEDNESDAY, THE TENTH OF NOVEMBER**, at **THE KING RANCH RACE TRACK, KINGSVILLE, TEXAS**.

The **KING RANCH QUARTER HORSES** will be sold at 10 A. M.

The **SANTA GERTRUDIS BULLS** will be sold at 2 P. M.

Because of proven ability, the demand for the breed continues to grow and its popularity is world wide. Progress is further evidenced by the increase of membership in Santa Gertrudis Breeders International to a total of 548 breeders.

The King Ranch

Robert J. Kleberg, Jr.
President



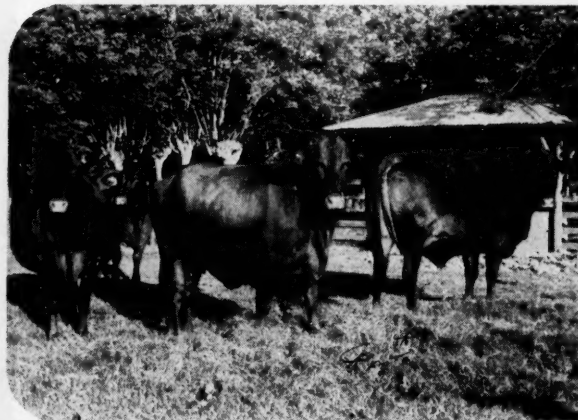


Select Santa Gertrudis bulls of our 1954 sale.

The breeding system designed and used by the King Ranch in developing the SANTA GERTRUDIS breed is unique in beef cattle breed history. Briefly it is selecting and mating the best type bulls with the best type cows with little or no consideration given to pedigree, that is, whether born in single-sire or multiple-sire herds. Researches at the universities and experiment stations have recently shown that, where heritability is high and where production is expressed in both sexes, as in meat animals, this system is the most effective breeding plan to follow. The rapid genetic development of the SANTA GERTRUDIS breed is due in large part to the effective execution of this plan and to the skill employed in selecting the best producing type for breeding purposes.

Certified purebreds, from Criollo-Cebu base, purchased from E. J. Barker, Isla Turiguano, Cuba; now part of our select breeding herds in Cuba.

Recent researches have shown that all cattle are more cold tolerant than heat tolerant while some breeds, as the Santa Gertrudis, are more heat tolerant than others.





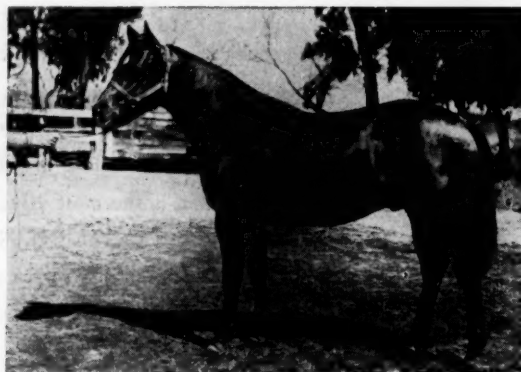
Dos de Oros

SIRES OF SALE YEARLINGS

25 Colts and Fillies
Fifth Annual Sale
King Ranch, Kingsville, Texas
November 10



Saltillo, Jr.



Rey del Rancho



Hired Hand



Little Man



of hyperkeratosis. This is distinct victory for National Live Stock Tax Committee. See complete text and explanation page 134 this issue.

* * *

SECRETARY BENSON—Reports are that Benson's desk piled high with demands for price supports for poultry, eggs and beef. Benson says more butter now being disposed of by government than it acquires under price support program. Government distribution of butter in August was 24 million pounds, purchases only 17 million. Benson says if dairy price supports had been raised to 80 per cent of parity from current 75 per cent cost to government would have been up to 150 million dollars in reduced butter consumption and would have given "windfall profits" to persons with butter in storage.

* * *

COLD STORAGE HOLDINGS MEATS — U.S. storage holdings of beef more than 28 million pounds less August 1954 than August 1953. Pork

holdings down more than 41 million pounds for same period. Total government holdings of beef nearly 15 million pounds less than previous year. Beef holdings, however, were up about 7 per cent above August 31 average.

* * *

CAPITAL GAINS TAX—Elsewhere in this issue read Stephen H. Hart's analysis of important court decisions affecting capital gains for livestock producers.

* * *

CATTLE SLAUGHTER—Cows and heifers slaughtered for the first seven months of '54 under federal inspection was 43.5 per cent of the total cattle slaughtered as compared to 36.8 per cent in the same period '53, indicating a tendency to cut down female cattle population.

For the first eight months of '54 total cattle slaughtered under federal inspection was 12,038,001 head, as compared to 10,941,045 in '53. Calf slaughter for the same period was 4,795,106 in '54 as compared to 4,250,118 in '53.

Give **ONE-SHOT PROTECTION** against **SHIPPING FEVER**

with INJECTION

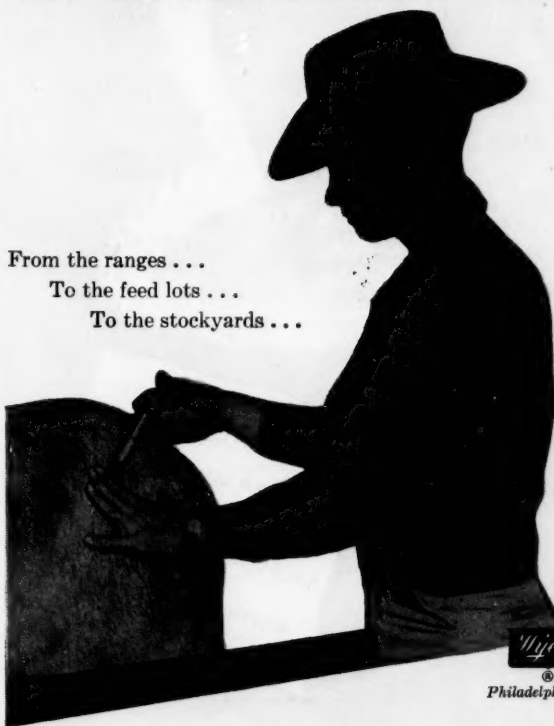
BICILLIN®

Dibenzylethylenediamine dipenicillin G in aqueous suspension

*"Up to 9 days penicillin protection—
from just one injection!"*

A single dose of Injection BICILLIN—the longest-acting penicillin preparation developed to date—produces uninterrupted penicillin blood levels in cattle *lasting up to 9 days!* This prolonged level makes possible the prevention of many infections associated with the shipment of animals. One shot gives the cattle penicillin protection from range to shipping destination. That's good, economical business for both shippers and receivers of cattle!

Supplied: In vials; 10 cc., 50 cc.; 200,000 units per cc. Also available in Tubex® cartridges, 600,000 units per Tubex.



From the ranges ...

To the feed lots ...

To the stockyards ...

Wyeth
Philadelphia 2, Pa.

AVAILABLE FROM YOUR DRUGGIST OR OTHER ANIMAL HEALTH PRODUCTS SUPPLIER

PRINCE 105 TT

Sale



Prince 105 TT Sale • TUES. OCT. 12 • **Free** DELIVERY

IN BRIEF...

Here are the Details

65 LOTS Choice Select Females — either sired by or brod to Prince 105 T.T. Many are right out of the show barns of the three FARMS participating.

FREE DELIVERY

anywhere in the U. S. A.

FOR CATALOG:

Joe Hooten
5105 Crestway Drive
Austin, Texas

FOR RESERVATIONS:

Bedford Wynne
307 Reserve Loan Life Bldg.
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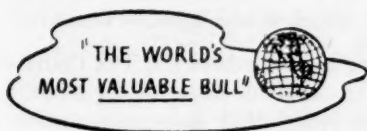
PREFERRED FAMILIES

OF FEMALES Sired BY OR CARRYING THE SERVICE OF PRINCE 105 T.T.

Barbarosa
Chimera
Gammer
Blackcap Empress
Hartley Edella
Witch of Endor
Ballindalloch Georgina
Zora

Portlethen Lucy
Blackcap Bessie
Maid of Bummers
McHenry Barbara
Miss Burgess
Ballindalloch Jilt
Edwina
And others

Don't Miss THIS One!



Joe Hooten Angus Service, Austin, Texas

Extra!

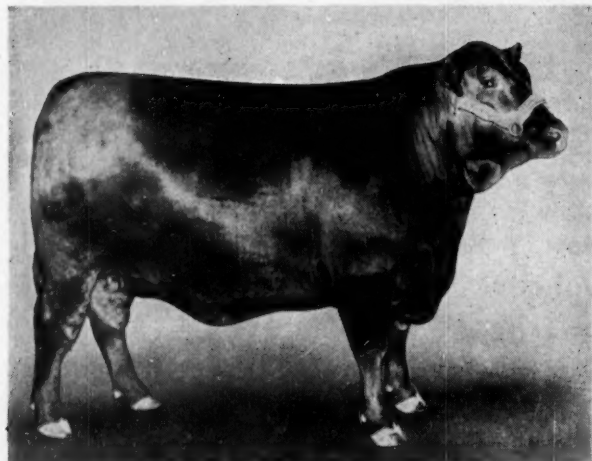
FREE! -choice
show prospect bull
or heifer calf sired
by Prince 105 T.T.
to some fortunate
buyer.



Prince 105 TT Sale • TUES. OCT. 12 • **Free** DELIVERY

CLEAR VIEW

Brangus



Miss Clear View 53rd. A summer yearling heifer selected as the National Champion Brangus female at the 1954 San Antonio Livestock Exposition and the 1954 Gregg County Fair at Longview.

SELLING

In the Northeast Oklahoma
Brangus Sale October 30,
At Vinita, Oklahoma

A large consignment of top quality animals including several groups of registered Brangus heifers, four top $\frac{3}{4}$ -blood bulls (Hudgins Brahman Breeding) and ten top $\frac{1}{2}$ -blood enrolled heifers.

*All of the above are outstanding animals.
Be sure to see them.*

FREE — Illustrated brochure describing Clear View
Brangus. Write for it today. No obligations.

Visitors Always Welcome

CLEAR VIEW RANCH

RAYMOND POPE, Owner
VINITA, OKLAHOMA

Post Office
Box 81

Phone
782

top Guernsey herds in the country. Almost every year his herd increased in size. Invariably each year he sold unsuitable young animals. The first inspection for such culling was made when a calf was 7 months old and periodic inspections occurred from then on almost throughout the entire useful breeding life of the animal. Calves which were clearly defective, however, were sold almost immediately after birth. Because of this pattern of operations, the taxpayer claimed capital gains on the sale of all animals held by it for more than 6 months (at the time this case arose, the holding period was 6 months rather than the present 12 months). The Revenue Agent had denied capital gains on all of these sales except those heifers and bulls 24 months old and over, using as his authority the Fox case rule. The Tax Court upheld the Revenue Agent, but the Court of Appeals reversed and granted the taxpayer capital gains on all animals sold by him which were over 6 months old. The importance of this case is this: The Court of Appeals ruled in effect that whenever a taxpayer introduces evidence which shows that he intended to hold immature animals for his own breeding purposes, then the Fox case rule cannot be used and the taxpayer is entitled to capital gains as to all such immature animals. The Court of Appeals made it clear that the Fox case rule should be applied only where a taxpayer fails to produce proof that the immature animals involved were being held by him for breeding purposes. The following quotes from the Court's opinion illustrate well its approach to the problem:

"Of course it was in the taxpayer's contemplation that many or most of the animals would be found wanting and be sold. The operation might perhaps even have proved unfeasible without the income thus derived. And in a very real sense the taxpayer could have said at any moment that most of his calves were held for possible sale. But this was not the motive behind their retention, and legislative history of the new law shows that motive is to be controlling. And it is this new law which is and must be decisive."

"Hence we cannot accept the Tax Court's ruling that the animals must be 24 months old, the age at which they have presumptively had offspring. Equally we disapprove the view that an animal is held for breeding purposes only if there is an expectation and intention that it produce offspring. Life is replete with situations (advertising, war, reproduction) where many are employed in the hope that one will succeed. Yet the purpose subserved by the many is clear. This does not mean that every farmer can obtain

(Continued on Page 22)

STETSON IS PART OF THE WEST



Quality illustrated:
3X Beaver with 3½" brim—\$20

A Western Tradition

The Stetson Boss of the Plains

There's a feeling of confidence and comfort in this great rugged descendant of the old West. It has a handsome "2D" creased crown balanced by a smart 3½" brim. It's a product of Stetson craftsmanship so you can be sure that it's authentic. For John B. Stetson designed and made the first Western hat.

See yourself in the Boss of the Plains. You'll wear it with pride!

BOSS OF THE PLAINS Price Range—3½" brim:

No. 1	\$12.50	4X Beaver	\$35.00
Nutria	15.00	7X Beaver	50.00
3X Beaver (shown)	20.00	Stetson 100	100.00

OTHER STETSON WESTERN STYLES FROM \$12.50 • See your local Stetson dealer

JOHN B. STETSON COMPANY • PHILADELPHIA



The Year's Largest

12 Bulls - 48 Females - the pick of

Third Annual Sale

Certified Purebred

Briggs Ranch

San Antonio, Texas

Highway 90 West

November 11

Our Third Annual Sale at San Antonio (Briggs Ranch, 11 miles due west on Highway 90) will offer the most carefully bred, top-quality Santa Gertrudis Breeding Age Bulls and Certified Females.

Now for the first time you can obtain herd-building Santa Gertrudis bulls and females both at one sale. Here is your best opportunity of 1954 to build your herds or establish your new profit-earning Santa Gertrudis herd.

the Quality Sale of '54

These 60 animals—12 bulls and 48 females—are the same, choice, top-quality selections which made our first two sales landmarks in Santa Gertrudis history. It is the one sale backed by 12 members of the famed Pioneer Santa Gertrudis Breeders whose long experience and recognized skill insure satisfaction to every purchaser.

Reliable Breeders

The 12 members of Pioneer Santa Gertrudis Breeders are widely known for ability, reliability. They are men who stand behind every animal sold—who pledge to every buyer fullest satisfaction. Read the names at the left, visit these ranches, see the kind of bloodlines from which these 60 animals have been selected.

ARMSTRONG RANCH
Armstrong, Texas

OAK ALLEY PLANTATION
Vacherie, Louisiana

R. W. BRIGGS, SR.
P. O. Box 1981
San Antonio, Texas

R. W. BRIGGS, JR.
P. O. Box 1981
San Antonio, Texas

WALTER W. CARDWELL, SR.
The Luling Foundation
Luling, Texas

WALTER W. CARDWELL, JR.
Lockhart, Texas

VACHEL LACKEY
215 West Commerce
San Antonio, Texas

THE LULING FOUNDATION
Luling, Texas

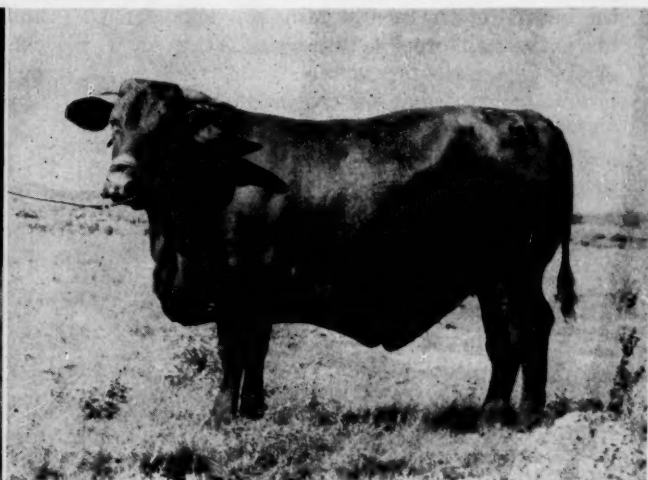
MALTSBERGER RANCH
Cotulla, Texas

JOHN MARTIN
P. O. Box 271
Alice, Texas

DR. J. K. NORTHWAY
P. O. Box 31
Kingsville, Texas

QUIEN SABE RANCH
Frates Seeligson
A. A. Seeligson, Jr., Owners
1633 Milam Building
San Antonio, Texas

A. A. SEELIGSON
1633 Milam Building
San Antonio, Texas



Santa Gertrudis Sale

12 Pioneer Santa Gertrudis Breeders

Production Tested Pioneer Stock

We are the joint owners of the famed El Torazo, highest-priced bull in Santa Gertrudis history. Our members own 12 great ranches, employ skilled herdsmen, veterinarians and the latest, most scientific breeding methods. Year by year our cattle show marked improvement. Buyers at our first two sales report profitable results from the heifers purchased. It will pay you to visit our ranches, attend this great sale and make your selections from the magnificent offering.

Selected from 6300 Purebred Cattle

The 12 Pioneer Santa Gertrudis Breeders operate more than 175,000 acres of grazing land, own more than 6,300 Purebred Santa Gertrudis cattle. Our cattle have set the standard by which others are judged. When you buy from us you are not limited to a small selection of 20, 50 or 100 cattle. At this great sale you have the pick—the best selections—from more than 6,300 Santa Gertrudis cattle—pacemakers, standard setters—leaders almost since the earliest days of this fast-growing breed of hardy, tough but gentle, rapid-gaining cattle.

If you want more beef per acre, if you need greater gains per day of life, if you want to step up profits, attend this sale. Write today for a copy of our new booklet and plan to be on hand at San Antonio, November 11, 1954. You'll be welcome and you'll be glad you came.



EL TORAZO — "Yo soy toro en
mi rodeo y torazo en rodeo ajeno."

—Martin Fierro, Argentina

Pioneer Santa Gertrudis Breeders

1633 Milam Building
San Antonio, Texas

the benefit of the capital gains provision for his entire calf crop merely by selecting one of the better looking animals every time he needs a replacement for his producing herd. This taxpayer, however, has made a thoroughly convincing record that his retention of calves was a necessary factor in building his champion herd. He is entitled to the benefit of I.R.C. Sec. 117(j) (1) in its new and revised form."

Capital Gains Allowed on Immature Animals

The McDonald case is unusual in that the court allowed capital gains on all of the taxpayer's immature animals, even including his young bull calves. The reason the court did this was because the taxpayer showed that he was building and increasing the size of his herd and would normally have held all of his immature animals had they been free from defects. Very few operations could prove such a factual situation. Therefore, very few stockmen can sustain such a sweeping claim for capital gains as did McDonald.

The lesson to be learned by every stockman from the McDonald case, however, is that it is extremely important to keep a good set of records which will show what immature animals he intends to hold for replacement purposes and what immature animals he intends to sell. This should be reflected in his books

and, if possible, it should also be reflected by physical segregation, i.e., his replacement animals should be, if possible, put in a pasture separate from the animals which he intends to sell to others. Then, if his Revenue Agent throws the Fox case rule at him, he can counter with the McDonald case and be reasonably sure of prevailing.

Texas Crop Report

PROSPECTIVE crop production improved slightly on the High Plains, in the El Paso Valley and in upper Coastal counties but declined in other districts during August, according to the Crop Reporting Board. Compared with August 1 forecasts, larger grain sorghum, rice and broomcorn crops but somewhat smaller cotton, corn, hay and Irish potato crops are now indicated. Above normal temperatures continued during August. Rainfall for the state was less than three-fourths normal with above normal rains falling only in the northern High Plains and Trans-Pecos. From the Low Rolling Plains and Edwards Plateau eastward continued hot, dry weather took its toll of pastures and growing crops. Open weather, however, was favorable for harvest and growers made good progress in harvesting cotton, corn, sorghum, rice and other spring planted crops. In northern High Plains counties, particularly north of Amarillo, timely August rains kept dryland sorghum coming along.

IT'S IN THE BLOOD



RED CAIN, 1953 Champion Santa Gertrudis Bull, Dallas

SHOW TIME means different things to different people. It means keen competition and hard work . . . elation and despair . . . meeting new people and reminiscing with show time enemies who are your life-time friends. Whatever it means, *it gets in a fellow's blood.*

WHAT REALLY COUNTS tho', is in the blood of the cattle being shown. That's why we are looking forward to showing eight head at Waco and Dallas. Our show string includes RED CAIN (pictured) and RED BUD, the two bulls that head up our breeding program. They represent the quality at Rush Creek Ranch.

We extend you a cordial invitation to visit our stalls at these shows . . . look over our cattle and "talk" Santa Gertrudis.

Rush Creek Ranch

KERENS, TEXAS

(Breeders of Purebred Santa Gertrudis Cattle)

Charles S. Pearce, Jr., Mgr.

Phone—Corsicana 48525

Some of the bulls we will
offer October 16th.

**LAST
CALL
TO
OUR
FIRST
SALE**



OCT. 16
Vineyard
Texas



Part of the heifers sell-
ing in our first sale. Oc-
tober 16th.



YATES RANCH SALE ★ OCT. 16th.
VINEYARD, TEXAS

Presenting the tops of the past 3 years' production from one of America's largest Charollaise herds. The 64 head selling consist of 19 bulls and 45 heifers (bred and open) of the following blood percentages, 3/4, 7/8, 15/16, 31/32 and purebred. A select offering to please the most discriminating Charollaise breeder.

Yates Ranch is located 54 miles northwest of Fort Worth, seven miles north of Highway 199, Phone 12, Vineyard, Texas.

Sale headquarters: Worth Hotel, Fort Worth. Transportation to and from our sale will be provided if requested.

Member, International Charollaise Cattle Raisers Association
Miss Billie Yates, Owner



FOR SALE

100

TOP QUALITY

Certified Purebred

SANTA GERTRUDIS

COWS

- ★ All of these cows are branded S and represent the best bloodlines in the breed.
- ★ We are offering these cows from our breeding herd for the first time because of the drouth conditions on our Oklahoma ranch.
- ★ This is an excellent opportunity to get in the Santa Gertrudis business at a savings because we are selling these cattle at bargain prices.
- ★ All cows offered are in excellent pasture condition.

Strain Cattle Company

C. HUNTER STRAIN
San Angelo, Texas

W. W. STRAIN
Eufaula, Okla.

For Details, Contact

W. W. Strain

Eufaula, Okla.

Phone 609



Uruguay Leads in Meat Consumption—World meat consumption during 1953 continued to rise to the highest level in recent years and a further increase is occurring in 1954—Consumption of meat per person in 1953 was about ten per cent greater than the 1946-50 average and was about equal to pre-war.

Large production of meat in Canada and the United States during 1952 and 1953 resulted in a sharp drop in consumer prices. In Cuba and Mexico, however, meat production is not keeping pace with increases in the human population and per capita supplies are declining.

According to reports received by the Department of Agriculture, the 10 nations having the highest per capita consumption of meat in 1953 were: Uruguay, 248 pounds; Australia, 215 pounds; Argentina, 191 pounds; New Zealand, 186 pounds; Denmark, 175 pounds; United States, 154 pounds; Canada, 135 pounds; United Kingdom, 122 pounds; Paraguay, 114 pounds; and France, 111 pounds.

Food and History—We Americans have been born in an age and in a land of abundance. That sounds like a simple thing to say. But it is not simple. It is so unique as to be almost incredible. This is the first time in all the long history of mankind that such a thing has happened!

In all the 4500 years of recorded history, down to about 1850, the mass of men have never before had what they needed to eat. If we had the faintest comprehension of our own miraculous luck in being born in this land and within this era, we would thank God often and remain very humble, indeed.

What Customers Spend for Meat—According to a recent survey by the Food Field Reporter, New York City, consumers spent the following amounts for meat and meat products in 1953: fresh beef, \$6,188 million; fresh veal, \$946 million; fresh lamb, \$433 million; fresh pork, \$1,331 million; cured ham and picnics, \$827 million; packaged bacon, \$814 million; sausage, \$1,438 million; quick frozen meat, \$119 million; canned meat, \$611 million; and other meat products, \$1,382 million.

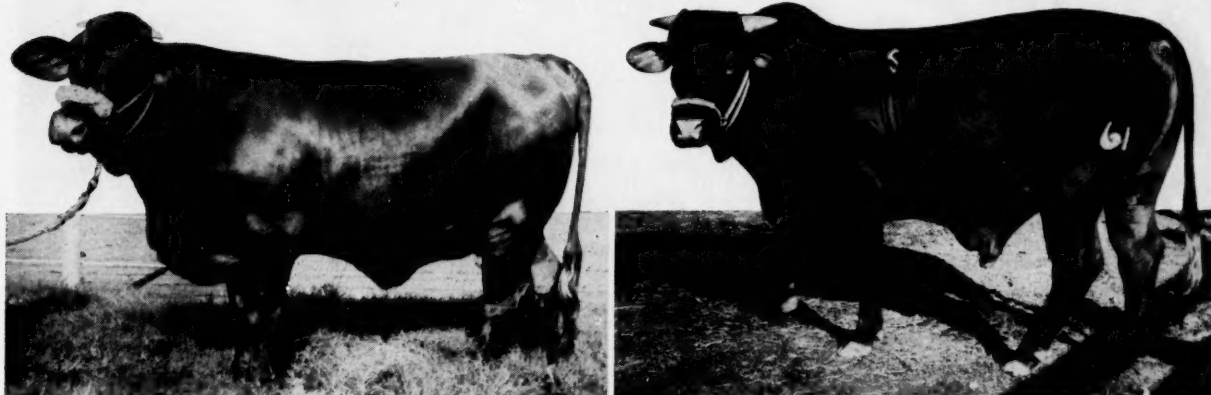
These figures indicate that the American public will buy tremendous quantities of meat when they are satisfied with the quality of the product and prices are reasonable.

Hot Dog Sales Set New Record — Packing house sources estimate that about 2,624,640,000 hot dogs, 8 per cent more than last year, were consumed in the

Second Annual East Texas

SANTA GERTRUDIS

CONSIGNMENT SALE



ANIMALS PICTURED ABOVE ARE TYPICAL OF THE OFFERING

OFFERING:

35 Choice Heifers ★ 15 Certified Purebred Bulls
NOVEMBER 13 • DALLAS, TEXAS

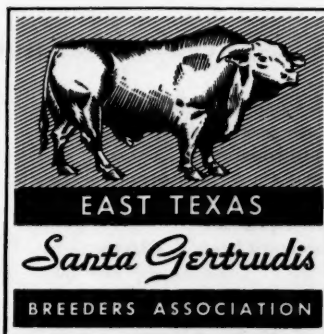
Sale at 1 P. M., Texas State Fair Livestock Pavilion

The consignments to our sale represent only the BEST from the herds of our Association members—since QUALITY that can not be surpassed is the major feature of our offering. All cattle are either certified purebred or will

be eligible for this classification when they reach the required age. All cattle offered have been carefully screened and those in the sale are the TOPS from our herds.

Consignors:

Col. Roscoe Bonham.....	Killeen
Leo Butter	Longview
W. W. Callan.....	Waco
Gus Carter, Jr.....	Marshall
Matthew Cartwright	Terrell
Ray Cowart	Henderson
L. O. Jarrell.....	Henderson
Harry M. Jones.....	Mineola
C. E. Kennemer, Jr.....	Dallas



Consignors:

Lloyd King	Goldthwaite
Dan Lester	Jefferson
David M. Lide, Jr.....	Dallas
J. W. Murchison.....	San Antonio
Charles S. Pearce	Corsicana
Thomas Y. Pickett	Dallas
Eugene B. Smith, Jr.....	Dallas
Cullen S. Thomas.....	Dallas
O. C. Whitaker.....	Fort Worth

East Texas Santa Gertrudis Breeders Association

Chartered as an affiliate of the Santa Gertrudis Breeders International

Address Correspondence to George Becker, Jr., Sec.-Treas., Kaufman, Texas

W. W. CALLAN, President, WACO, TEXAS

WALTER BRITTEN, Auctioneer

LEO BUTTER, Vice-Pres., LONGVIEW, TEXAS



REGISTERED CHAROLAISE COW

CHAROLAISE

Charolaise Cross Well With All Breeds
IT PAYS To Check Pedigrees Before You Buy
BE Sure You Get What You Pay For

You May Purchase Registered Charolaise From:

A. M. ASKEW
 2524 McKinney Ave.
 Houston, Texas

BEN BURNSIDE
 Franklin Plantation
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 1011 Indiana Ave.
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WALTER L. GOLDSTON
 Santa Anita Ranches
 Linn, Hidalgo Co., Texas
 Foreman, A. M. Brown
 Route 1, Needville,
 Fort Bend Co.
 Foreman, Leon V. Clayton

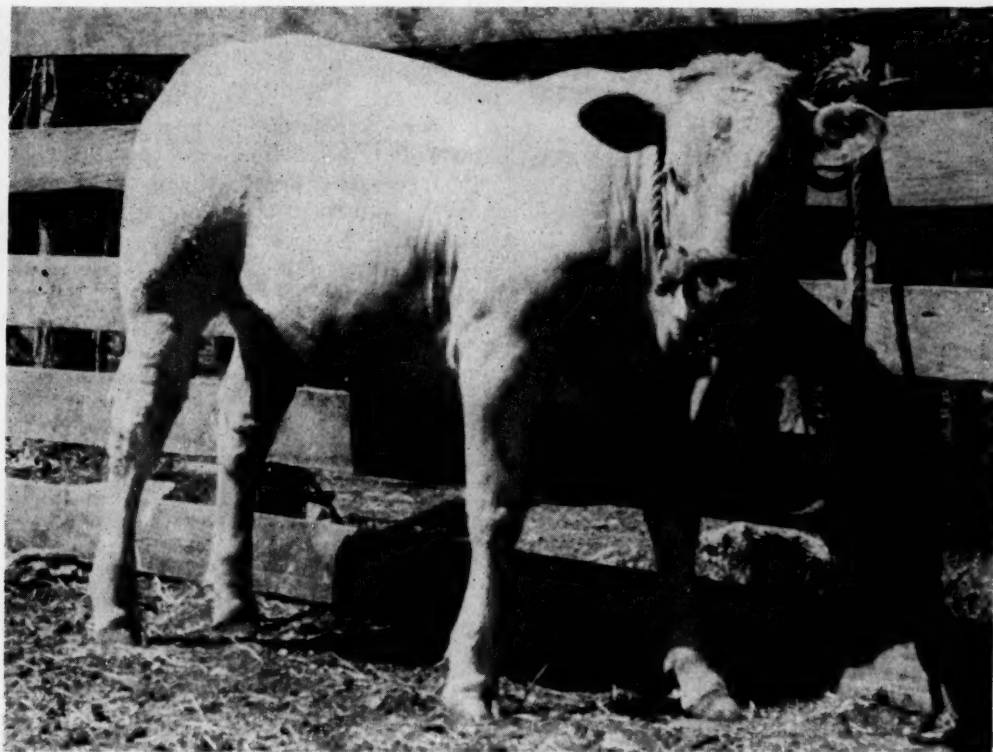
MICHAELIS RANCH
 Kyle, Texas

BRYANT E. PEARCE
 Box 1406
 Fort Myers, Florida

L. O. TARRANT
 3202 McKinney Ave.
 Houston, Texas

FRED W. TURNER
 Turner Ranches
 Georgetown and Weslaco, Texas
 Correspondence
 113 W. 4th St., Weslaco, Texas

All Breeders Listed Are Members of American Charolaise Breeders Association
111 W. 4th St., Weslaco, Texas



REGISTERED CHARBRAY CALF

CHARBRAY

**A Charbray Is Not A Charbray Unless It Is Registered
In The American Charbray Breeders Association, ®
CHARBRAY Cattle are the Best Feeders**

You May Purchase Registered Charbray From:

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J. P. Wagoner, Owner
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Box 113, Ph. 5-3571
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BEN BURNSIDE
Franklin Plantation
Newellton, Louisiana

WALTER L. GOLDSTON
Santa Anita Ranches
Linn, Hidalgo Co., Texas
Foreman A. M. Brown
Rt. 1, Needville,
Fort Bend Co., Texas
Foreman Leon V. Clayton

HOWELL B. JONES & SON
843 First Natl. Bk. Bldg.
Houston, Texas

ROBT. C. MYRES
Bar H Bar Ranch
Box 607, Ph. 368 J.
Hamilton, Texas

W. C. PARTEE
Box 218, Ph. 1691
Magnolia, Arkansas
Mgr., P. S. Perry, Ph. 1093

SID SMITH
SV Ranch
Rt. 1, Box 60
Hempstead, Texas

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The Production Breed

MR Beefmasters

Are Now Recognized
by the U. S. Dept. of Agriculture

Beefmasters, recognized as a new American breed by the USDA in Bulletin 1779, is the only beef breed bred solely for commercial production traits—no effort is wasted on "fancy" traits.

The ^M_R Beefmaster herd is one of the largest herds of Beefmasters in existence.

Every animal in our herd is
a purebred ^M_R Beefmaster

WRITE TODAY
MILLER RANCH
FALFURRIAS, TEXAS

*"Put them on pasture -
they'll do the rest"*

ATTENTION, MR. COWMAN!

Use the facilities of

"The World's Largest Cattle Auction"

Regular Sale Days

Mondays and Tuesdays

(Wednesdays if Necessary)

Friday's Special Stocker and Feeder Sale

(CAR LOAD LOTS ONLY)



3000 East Third

E. B. Johnson
M. T. Johnson

Jay Taylor
J. R. Taylor

U. S. between Decoration Day and Labor Day. That's an average of 21 hot dogs for every person between the ages of 5 and 60 during the 14 week period.

Farm Population Declines — The population on farms in the U. S. numbered about 21,890,000 in April 1954, according to an estimate prepared cooperatively by the Bureau of the Census and the Agricultural Marketing Service. Estimates for the three years 1951, 1952, and 1953, are 24,160,000, 24,283,000, and 22,679,000, respectively.

Between 1940 and 1945, the number of persons living on farms fell by over 5 million. Some return to farms occurred following the end of the war. After 1948, the downward trend was resumed; and, since 1950, farm population has decreased on the average about 750,000 persons a year.

In some other countries 85 to 90 per cent of the population reside on farms and still there is not sufficient food produced to feed the people. Compare this to the United States where only 13.5 per cent of the population are farm residents and food surpluses are a tremendous problem.

Military Storage—As we prepare for the defense of America and the free-world, it is interesting to note a recent Army announcement regarding the Army Supply System.

"The system which supplies the material needs of the Army establishment is the largest distributive organization in the world. The inventories presently held by the Army approach in size the combined total of inventories held by all the manufacturers in the United States. The Army operates more than one hundred separate depots, arsenals and stock control points, and furnishes the troops with nearly one million separate items of supply."

Feeding Profits Better This Year—The Department of Agriculture says prices for fed cattle sold in 1954 have averaged \$5.00 or so above prices paid for feeders last fall. This favorable feeding margin is the opposite of the small or negative margins realized a year ago, and has resulted in better than average profits in feeding.

Comparisons of prices and costs for a standard Corn Belt feeding operation show a return of \$39.00 per head over enumerated costs this year. This is more than an average return and contrasts with a loss of \$24.00 the previous year.





"It's a real sod buster!"

Flash flood or sod buster . . . any rancher knows there's a big difference. When the rain comes slow and over a long period of time, it will soak in and do more good than when it comes as a quick downpour and three-quarters of it runs down a gulley.

That's about the best way there is to explain the difference between Cutter Alhydrox*-fortified vaccine and just *ordinary* vaccines. Cutter Alhydrox vaccines are "real sod busters"—adsorbed with aluminum hydroxide so that the tissues of the animal absorb the vaccine in smaller amounts over a longer period of time; thus getting the maximum amount of immunity from each immunizing dose.

In vaccines, like in everything else, quality pays off. Alhydrox means higher level immunity per injection . . . higher, more durable protection. In terms of results, the cheapest is seldom the best, but the best is always the cheapest. So next spring be sure you order these "sod busting" Cutter vaccines.

ALHYDROX-Fortified Vaccines/CUTTER

Blacklegol® "S-HS" Blacklegol® "S"

Blacklegol® Pelmenal® Hemseptol®

Charbonol® Red Water Vaccine

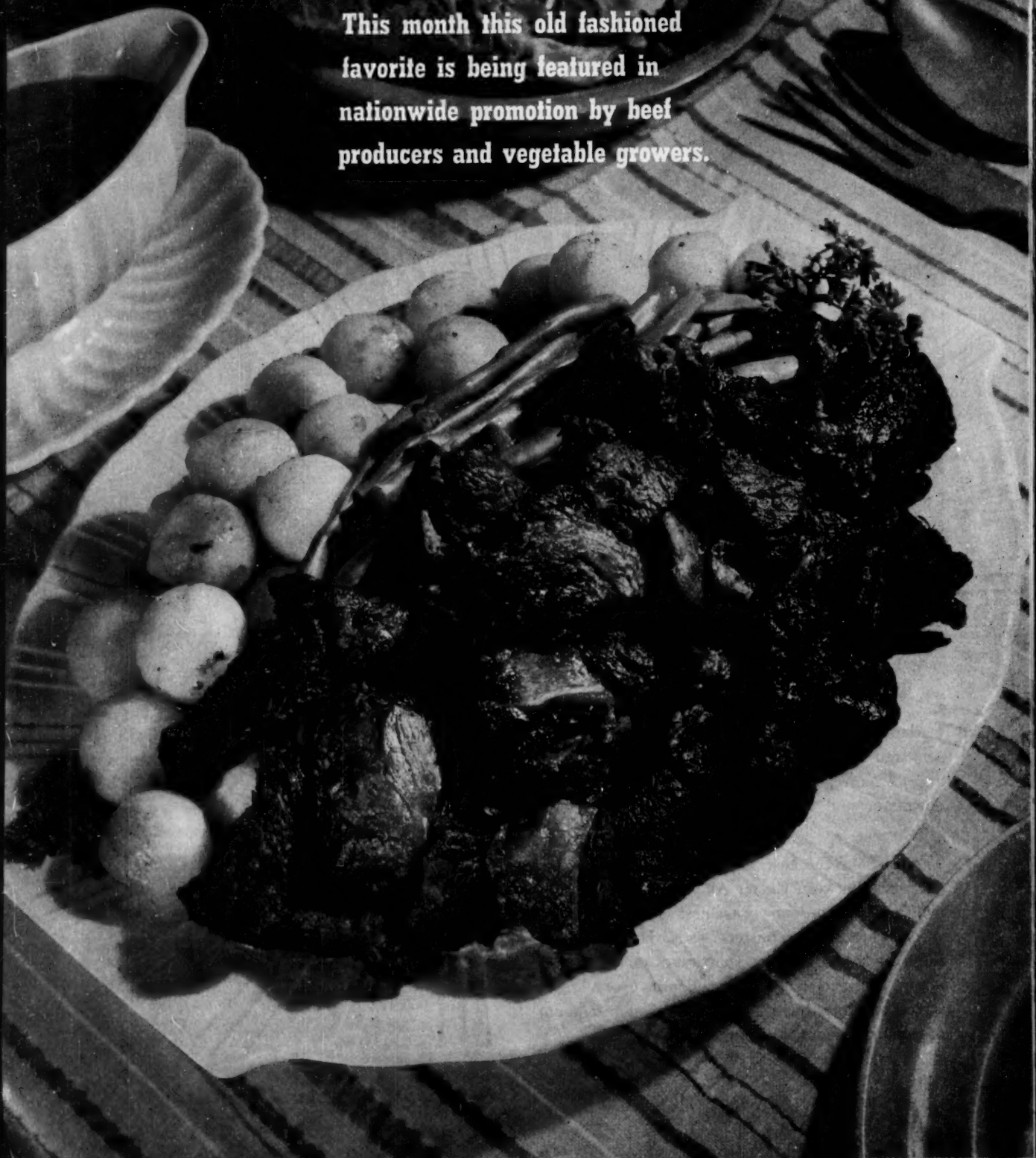
CUTTER Laboratories
BERKELEY, CALIFORNIA



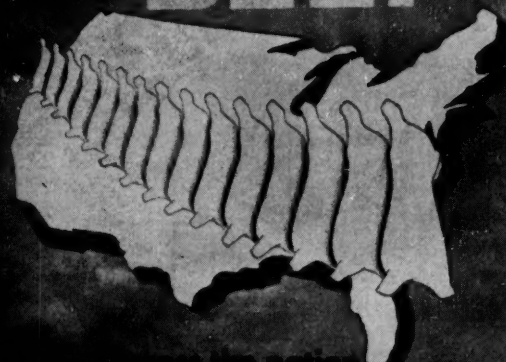
*REGISTERED TRADE NAME

BEEF STEW...

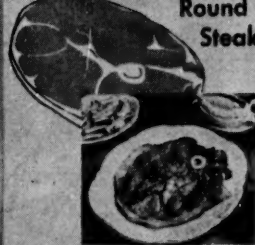
This month this old fashioned favorite is being featured in nationwide promotion by beef producers and vegetable growers.



Nutritious BEEF



the nation
for your table



Round
Steak



Porterhouse Steak



Blade
Pot-Roast



Meat
Loaf



Standing
Rib Roast



Short
Ribs

Prepared by NATIONAL LIVE STOCK AND MEAT BOARD

The National Live Stock and Meat Board Pushes Beef for America's Cattle Industry. How Funds Contributed by Livestockmen Are Used to Promote Greater Consumption of Meat.

Prepared for The Cattleman by the National Live Stock and Meat Board

THE Texas and Southwestern Cattle Raisers Association, through its membership, extends noteworthy financial support in assisting the National Live Stock and Meat Board in its nation-wide program of research, education and information on meat. It is natural, therefore, that the cattle raisers of Texas and the Southwest, would be keenly interested in this program—an interest which they share with many thousands of others in the livestock and meat industry across the country who also actively support the Board.

Formed in 1923, the National Live Stock and Meat Board represents all branches of the livestock and meat industry. Of the 22 directors who chart the policies of the Board, 12 represent livestock growers and feeders, four represent livestock marketing agencies, three represent the meat packers and three the retail meat dealers.

All these segments of the livestock and meat industry actively work with and are part of the National Live Stock and Meat Board. The Board is not a detached, separate, distant thing. It is the focal point of the ideas, plans, and hard work of individuals and organizations of this industry.

Its program of gleaning and disseminating scientifically proven facts on meat is of vital concern to each group: the people on some five million farms and ranches, the thousands of livestock marketing agencies, the 4,000 major packers and thousands of other establishments which process livestock for human consumption, and the 250,000 retail markets where meat is sold to the consumer.

The National Live Stock and Meat

Board's program has the active support of local, state, regional and national livestock associations across the country. It is financed by voluntary contributions from livestock growers and feeders. Collections from the growers and feeders are made at the time they sell their livestock, and the amount of these collections is matched by the meat packer who buys the livestock on the market. The Texas and Southwestern Cattle Raisers Association collects one cent per head on cattle owned by its members and sends the Board close to \$15,000 annually.

As a result of a growing sentiment in the past several years throughout all branches of the livestock and meat industry, the schedule of collections for the Board was increased a short time ago. This was done at the request of representatives of the many organizations which contribute to the Board's support in order to step up and expand its already successful program of research, education and information on meat.

The new schedule of collections is on the following basis:

Cattle	2c per head
Calves	$\frac{1}{2}$ c per head
Hogs	$\frac{1}{2}$ c per head
Sheep	$\frac{1}{2}$ c per head

In its day-to-day activities the Board works with equal vigor on projects concerning all meat—beef, veal, pork and lamb. Beef, of course, gets its full share of attention and the cattleman finds that a wide variety of services are being used to let America know of the importance of beef as a food. While beef is a top favorite in the menus of the American consumer, this excellent food grows in

popularity and acceptance through the work of the Board.

The Board has proved that meat is vital to the health of people of all ages, being a rich source of proteins, minerals, and vitamins. It is valuable in the diets of infants as young as six weeks of age for proper body development, as well as in the diets of people in the older age brackets who need it for body repair and continued vigor and well-being, and it is necessary in the diets of all other age groups for normal good health.

It is an important part of the diets of people undergoing surgery and of expectant mothers. Lean meat is vital to the diets of people who need to reduce and, without fat removed, beef helps those who need to gain weight.

This is an all 'round food and America's cattlemen are convinced of its value. Yet they realize that a steady flow of beef across the retail counters onto the tables of American consumers can be stimulated only through a constant program of education and information which will never let the homemaker forget the nutritional value and economic utility of beef.

But the American cattleman has been mighty busy setting records in his own line—production—and would hardly have time to enter into the fields of education, research and information.

However, the livestock producers—as well as the marketing agencies, meat packers and retailers—are getting the job done in these fields through the National Live Stock and Meat Board.

When the homemaker is properly informed on the importance of beef to the

(Continued on Page 46)

Selling Beef to Texans



What the Newly Organized Texas Beef Council Plans to Do in Texas, How It was Organized and Its Plans for a Consistent, Continued Program of Beef Promotion.



By LOYAN H. WALKER, Executive Director Texas Beef Council



THE Texas Beef Council was organized four months ago for a single purpose: to persuade Texans to eat more beef.

We're going to succeed in that objective because we are following a sound public education policy. We have found out what the public doesn't know about our product that it should know. We have, we believe, learned the reasons why Texans don't eat more beef than they do now, and what we need to tell them to offset these reasons.

Now we're going to tell the public of Texas these things, in the simplest and most direct manner possible. We will use as many of the media of expression as possible, of course, but we will keep our message simple. We won't try to get the public to stand still long enough to listen to a history of the Texas beef industry. People today are too busy; they won't listen to a long story. We're going to package up the simple facts they need to know in order to make them eat more beef more often, and try to expose those facts to as many Texans as our methods of communication can be made to reach.

Our first step in setting the TBC in motion was to decide where we were going, and for how long. Our officers and executive committee decided that they didn't want a "flash-in-the-pan" program . . . something that might attract a little attention for a few days, and then be forgotten. Roy Parks, our president, took the position right at the outset, that the Texas cattle industry has been here a long, long time, and there's never been a time that we wouldn't have been better off if people had wanted to eat more of our products, whether times were high

or low. So since we figure on being here for another long, long time, we might as well make the job of stimulating the consumption of beef a part of our regular business.

That decision made, it was evident that we were embarking on a program of public education, that we were taking on a job of communication. So we hired a firm of communications specialists — people whose specialty is in communicating with the public, and engaged them to analyze the situation and map out a program for us. This is the Paul Cain Organization, Inc., of Dallas, a public relations firm with experience in many industry-wide programs. They, in turn, called on Joe Belden & Associates, the opinion survey firm, to survey Mrs. Texas Housewife and learn just where she stood with respect to serving her family beef.

We also made a complete inventory of the programs and materials from the American Cattlemen's Association, the National Live Stock and Meat Board and the American Meat Institute which we can use. We don't want to compete with or overlap the fine work those organizations are doing: we want to augment it at the state level and add our own momentum to it. We surveyed the meat retailers in Texas, visited with the packers, consulted the newspaper and radio-TV people, and conferred with our friends in the food service industries.

The essence of our program is that we aren't just going to go around yelling "Beef!" at the top of our voices. That might attract some attention, but we doubt if it would sell much beef. Based on our research, we are going to try to tell the public just the things which will

cause them to increase their beef intake. Of course, we'll try for general public attention; we are going to distribute thousands of car and bumper stickers; we'll exhibit at fairs and expositions later on, and so on. There's no problem to thinking up attention-getting stunts; the real problem is cutting down on all gimmicks and concentrating our money and effort on things we know will be productive and not just noisy.

Basically, we are going to try to beam our communications to four groups—the housewives, the meat retailers, the food service groups (restaurants, hotels, institutions), and the home economists. As we gain momentum, we'll develop other specialized approaches — athletic groups, doctors, nurses, labor unions, and so on, but we must keep reminding ourselves that we're just getting started, and we'd rather do a few things well, at first, than to try to do a lot of things all at once and succeed at none of them.

In each case, we will try to reach the groups through all available media with messages which will appeal to each.

In the case of the housewives and consumers in general, we will get as many messages across through the industry as possible. We will try to run an intelligent and attractive publicity campaign through the press, radio and TV. We will seek to get maximum attention through minimum-cost special events.

Of greater importance than how we tell the housewives is what we will tell them. That is the reason for the survey—to learn what the housewife's buying habits are today, and why, and what we should tell her to get her to change them.

(Continued on Page 102)

ROUND STEAK
Economical - Nourishing

POT ROAST
A Smart Buy!

NOW IS THE TIME TO SELL MORE

BEEF

Economy Variety Nourishment

The fat contains a large 100 x 100 micron vitamin
and protein rich in many vitamins in both meat
and your customer needs the meat of 1953.

Today's Beef



Nourishing BEEF

BEEF STEW

Full of Food Value

HAMBURGER

Always A Favorite



IT'S THE SEASON for Hamburgers



In the middle of "Beef Promotion," Jay Taylor, President, American National Cattlemen's Association, left and John Marble, Chairman of the American National's livestock marketing committee.

Selling Their Product—Beef

There Is a "New Day" In the Cow Business. Cattlemen Can Contribute Much to the Economical and Efficient Distribution of Their Product.

By JAY TAYLOR, President, American National Cattlemen's Association.

THE average cowman knows little about advertising and promotion except, perhaps, how to word a "want-ad" in the local weekly or stockman's magazine.

Before last summer the members of the American National Cattlemen's Association gave little attention to promotion of themselves, their industry and, particularly, their product—Beef.

Gathering for meetings and conventions the stockmen found new phrases threading through the lobby talk.

"Space rates . . . talent fees . . . mill-line rate . . . per-cost-of-impression . . ." Hundreds of the techniques of the advertising world came before the cowmen as they considered the need for telling the public more—and still more—about beef.

The meetings were highlighted with the conviction that the ills of the cattle business could be solved through "self-help," that today's over-supply of beef could be moved through normal channels without resorting to government support and control programs, that cowman's customary ingenuity could be turned to solution of yet another problem.

The stockmen knew they had to sell their product. They had to alert the public to the tremendous bargains in beef. They had to join the rest of the "beef team" in following-through from grass range to kitchen range.

Otherwise, it meant success for the crowd clamoring for supports as the cow business' only "salvation."

Sure there were agencies in the field working on beef promotion, and doing it mightily effectively too. Like the National Live Stock and Meat Board, like the American Meat Institute, like the thousands of packers, wholesalers and retailers who were spending millions in the press, on radio and on TV—selling beef.

But, like a young man flexing his muscles, what could the cowman add to the impact if he moved off his horse and began supplementing the national efforts with his own local programs?

Would it be of help? Could a potential increase in beef consumption in the cattle states make an impression on the total figure? Could the public be convinced that there was more eatin' to a steer than its steaks? Could the home-

maker be shown that maybe she was missing something by passing over the equally nutritious and delicious pot roasts, stews, ground beef—the Thrifty Cuts?

Nothing to do but try. And try they did. Hundreds of thousands of stockmen and their wives—the CowBelles—came up with hundreds of thousands of ideas. Some were too costly, some were impractical, some had bugs that no amount of effort would eliminate.

But from fertile brains of men and women who have had to "make-do" came the germs of successful programs, plans which could and did sell beef, campaigns which alerted the homemaker to bargains in beef and efforts which brought the stockmen a new host of friends.

Lyle Liggett, on another page in this issue, describes in detail some of the campaigns which developed. They range from distribution of millions of recipes to cooking schools, from establishing inter-industry "councils" to inviting city youngsters to explore ranches while enjoying, for some, their first taste of real beef.

(Continued on Page 60)



Getting ready to feed barbecue with all the trimmings are these members of the Odessa Chuck Wagon Gang. They are, from left to right, Fred Howard, Bob Fagan, Otho Collins, Joe Cozby, J. A. McVean and A. L. Brasuell.

Chuck Wagon Gang Real Boosters of Beef

Odessa, Texas, Chamber of Commerce Organization Has Been Promoting Good Will Since 1940 With Real Western Barbecue—Feeds a Pound of Beef Each to More Than 50,000 Persons a Year

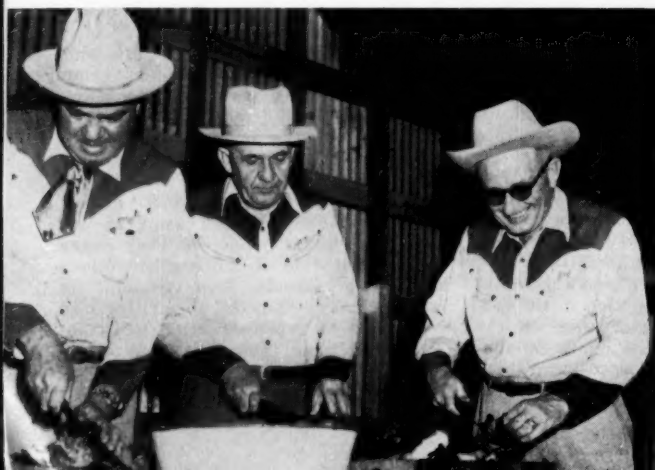
THE Odessa Chuck Wagon Gang is one organization that is certainly doing its part in helping the beef cattle producers in Texas market their product. Ranchers would have to look far and wide to find a group of people who are more mindful of the value of a good hunk of beef or who are doing more to increase the consumption of beef by the consuming public.

The Chuck Wagon Gang has 200 members who represent all walks of life and who are members of the Odessa Chamber of Commerce. The purpose of the organization is to promote good will for Odessa which they accomplish by serving an excellent meal of real western barbecued beef with all the trimmings wherever they go.

In 1940, Jerry Debenport, then man-

ager of the Odessa Chamber of Commerce, organized the gang as a committee of that organization. Numerous requests for catering services from groups of oil workers and others caused the Chamber of Commerce to provide the service. The gang put out a good western feed from the start and before long their services were requested by groups from West Texas and New Mexico.

J. A. McVean, A. R. Dyer and Jay Spahr separate the meat from the bone before setting up the chow line. Right, Pat Patterson, left, boss of the Chuck Wagon Gang talks over a coming feed with A. R. Dyer, O. L. Watts and J. Ted Roby.



In 1947 business had increased to such an extent that a full time manager was hired. Joe Cozby was employed and has served as manager since that time. The gang also lost its committee status with the Chamber of Commerce, becoming a separate organization, but still a part of the Chamber of Commerce. It operates as a non-profit outfit and is composed of civic-minded citizens who are ranchers, bankers, lawyers, doctors, merchants, oil field workers and others.

Beef is the main item on the menu when the gang puts on a feed. Manager Joe Cozby says nothing but square cut chuck is used and this must come from beef that grades U. S. choice. One pound of beef is purchased for each person served which means that folks taking in a Chuck Wagon Gang feed get a generous portion of beef.

Since 1946 the gang has fed between 50 and 60 thousand persons each year. At the rate of one pound per individual fed for a period of nine years the gang has distributed about a half-million pounds of beef. That's a lot of beef for one outfit to barbecue.

The gang is set up to handle any size feed ranging from a few people to several thousand. The largest number ever fed at one time was 16,000 at the Permian Basin Oil Show in Odessa in 1952. The gang has fed such groups as the general contractors of America, the Associated press, automobile dealers, oil company employees, Chamber of Commerce banquets and many others.

The beef is cooked at Odessa before being served at a feed as much as a couple of hundred miles away. The gang has facilities to move the cooked meat and other food served in addition to transporting its members who hand out the barbecue from behind the chow line.

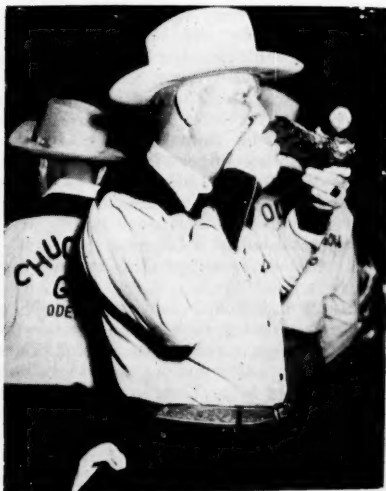
This truck and wagon is used to transport food from Odessa to where barbecue is to be held.



H. W. Benefield, in charge of cooking the meat, looks at some choice beef.



B. L. Hisey and Tony Frank apply barbecue sauce to the meat.



Jude Manley gives a demonstration on how beef should be eaten.

Two cooks who barbecued 16,000 pounds of beef for the 1952 Permian Basin Oil Show.



Cattlemen Can Promote Beef Consumption



What Is Being Done Across the Nation By Beef Producer Organizations to Increase the Distribution of This Nutritious Food

By LYLE LIGGETT, Information Director, American National
Cattlemen's Association



"I was leery of increasing his beef diet, mother! Now he's gotten strong enough to talk back to us!"

WHAT has the Boy Scout merit badge program to do with beef promotion?

For that matter, what connection is there between a church supper and beef sales?

Since the first beef promotion activities were begun more than two years ago, hundreds of thousands of promotion ideas have been developed.

Some are distinctly novel in the promotion field, others are effective adaptations of recognized advertising techniques.

There are, literally, as many ideas as there are cattlemen.

Recently, bus load after bus load of Boy Scouts from the large cities in Washington rolled up to a stop at a cow-calf ranch in that state. All but a few of the youngsters had never seen a cow closeup before. None had a ranch background.

They had been invited to tour the ranch, inspect the animals, ask questions and, in general, get acquainted with a typical beef factory. The invitations came from promotion-minded stockmen who had learned that there is a merit badge offered to Scouts in "beef production."

Obviously the award was for the Scout on the farm or ranch who could perform the requirements. But the listing of the merit badge was reason enough for the youngsters to readily accept the invitations.

"How those youngsters pitched into the beef stew we had for them and how they kept us hopping answering questions," the cowmen observed.

Did it sell any beef that day? Probably not. But a teenage boy is a mighty powerful stimulant to a mother's shop-

ping trip. And he has a questing mind for the "non-Hollywood" version of life. He'll be a friend and a customer in the future.

Now, how about this church supper thing? A Colorado stockman—tired of the usual menu of chicken, mashed potatoes and peas—took it upon himself to visit the chairwoman of each church's supper committee to offer practical suggestions on how they could please more people and make more charity money by using beef.

He took time to sit down with a booklet on quantity recipes, figure approximate cost-per-portion and to devise menus appealing to the husband who usually gets dragged along to pay the tab.

His efforts paid off. Now every church in his community has a full schedule of beef dinners. Not a great many meals in the national total, but it's a start. Besides, it does even the competition a little.

Sure, everything is a start. But the ingenuity of the ideas illustrate full well the variety of activities undertaken by stockmen in almost every state in the nation—particularly in the 23 states which have associations of cowmen affiliated in the American National Cattlemen's Association.

Florida residents are getting a chuckle—and thinking more about beef—from a series of cartoons prepared for distribution to all newspapers in that state.

An example is the cartoon of a portly "boss" chasing a buxom secretary around the office, with onlooking stenos commenting: "It's been like this ever since he started eating more beef." Or, the battered and torn kid explaining to his

mom: "You ought to see the other guy—he doesn't eat beef."

Simple, but effective in focusing attention on beef through the universal medium of humor.

Others have found that a way to catch the housewife's attention is to arrange to put a live steer in a curb-side pen on a busy corner or in a supermarket parking lot. The steer is marked with chalk or tape to indicate the basic cuts.

While the youngsters pet "the pretty cow," mama has ample time to read the background posters extolling the virtues of beef and outlining the basic facts of beef production and marketing.

Then there is the CowBelle in Utah who learned that the school-lunch administrators in her local school were having trouble getting the children intrigued with beef-vegetable pot pies.

Her suggestion: name it "Hopalong Cassidy Casserole." Worked fine except for one of the youngsters who claimed he was a Roy Rogers fan.

North Dakota's Junior Cattlemen found a good way to have a pleasant afternoon and spread the beef word on its way. They gathered at a favorite tourist stop and plastered bumper stickers on every car.

Many a cowman has contributed to more beef sales in his local restaurant by carrying a supply of small beef slogan stickers to adorn menus, napkin holders and counter tops. Unusual is the restaurant which will not welcome such a display of interest in a product they like to serve.

CowBelles and stockmen are finding out that a homemaker wants more help in preparing delicious meals with plenty

(Continued on Page 57)

Texans Fattening More Beef Cattle



**Aledo Feed Lots, Inc. One of Many Feeding
Establishments in the Southwest
Where Range Cattle Are
Converted Into
Choice Beef**

FULL feeding cattle to a high degree of finish has long been considered a job for the Corn Belt feeder who has over a period of many years changed southwestern range cattle into finished beef.

During the past few years, however, there has been a trend in Texas and other parts of the Southwest to put cattle on full feed in the same areas in which they are produced. Many feedlots, both for private and commercial use, have gone into business in the heart of the range cattle country.

Recently, Texas ranchers and others interested in the beef cattle industry, have become concerned with the merchandising of their product and have joined in an effort to increase the consumption of beef in the Lone Star State. One of the things involved in potential increased consumption is the improvement of the quality of beef produced. To gain this end, the feedlot plays an important part.

One example of feedlot enterprise in Texas is Aledo Feed Lots, Inc. at Aledo which had its beginning in 1951. Since that time 25,000 cattle have been fed. The lots have a capacity for 5,500 head of cattle.

Manager Ray Smyth says they have fed all weights and breeds of cattle coming from ranchers and others in Texas, Oklahoma, Kansas, Louisiana, New Mexico and Colorado.

Commercial feed lots such as the one at Aledo usually charge a fee per head to feed and handle cattle. In addition to this a rancher can either provide the feed or buy it from Aledo Feed Lots, where it is made available to the owner of the cattle at minimum cost.

Cattle being fed at Aledo receive expert care from experienced feeders and cowmen. The management makes every effort to keep up with the latest scientific feeding practices which put a gain on cattle for the least possible cost. Cattle are fed different rations, according to the desires of the owner or the past knowledge of how to get cheap gains if the ration is left up to the management.

Most of the cattle fed at Aledo are fed until they grade Choice and are marketed at the nearby Fort Worth market. However, rations are available for any

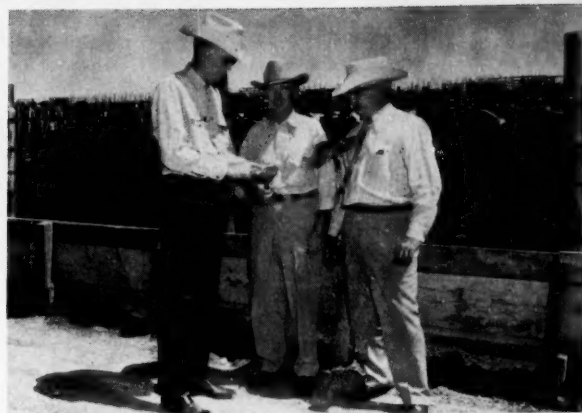
(Continued on Page 56)

Above right, Ray Smyth, left, takes a look at a feed mixture at Aledo Feed Lots with D. G. Talbot of Fort Worth and R. A. Brown of Throckmorton.

Aledo Feed Lots has room for more than 5,000 cattle such as these lined up at the bunks at feeding time.

Modern equipment takes the guesswork out of feeding cattle at Aledo Feed Lots.

Quality cattle such as these on full feed play an important part in increasing consumer demand for beef.



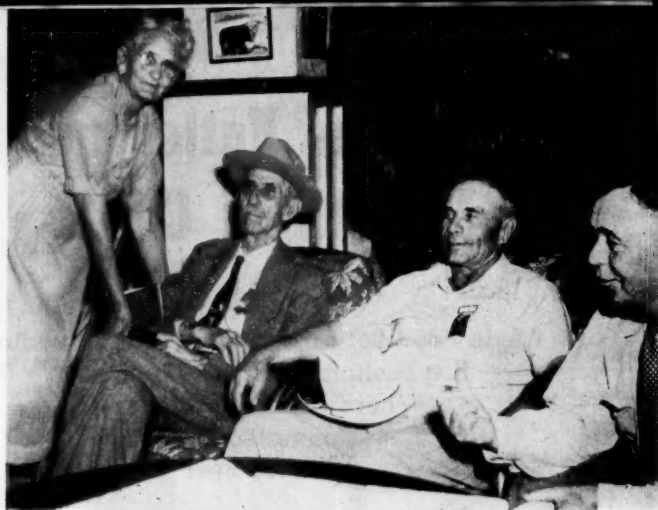
XIT Cowhands Meet



Old Timers Who Once Rode Famous Range
Swap Yarns at Annual Dalhart Reunion.



By MARY WHATLEY CLARKE



Left to right, Mrs. J. W. Armstrong, Press Abbott, E. R. Venable, R. E. Everett in Lobby of DeSoto Hotel.

ALL grain elevators stand guard today over the vast empire of the high plains country of Texas that once constituted the famous XIT Ranch. But the few remaining cowboys of that historic spread have many memories of the rich prairie land where they rode the range in yesteryear.

Although bowed legs are feeble and eyes are dim, they make it a must to come to the XIT Reunion in Dalhart, Texas, each summer. There they can again clasp hands with old buddies and talk over the long-a-go days when they as well as the country were still unbroken.

They settled in the lobby of Dalhart's De Soto Hotel like a covey of prairie chickens and their yarns and reminiscences of early days flowed continuously like the wide Canadian at flood stage. Few removed their big hats, although they sat for hours. Most of them wore polished boots and some like George Hayden of Amarillo, oldest living cowboy in point of service on the XIT, wore

colorful satin shirts. Most of them wore neckties held down by cowboy clasps. Faces were leathery, scarred by wind and sun, but handclasps were strong and warm.

W. A. (Bill) Askew, one of the youngest looking old timers present, and one of the organizers of the association, was everywhere, shaking hands with friends and reminiscing over days gone by. Askew is a prairie lawyer now, practices in Amarillo, his home town, but he admits that his cowboy days were the happiest he ever had. He rode the XIT ranges in 1901 and is familiar with every phase of cowboy life. He knows plains history as well as any man. He has written many authentic sketches and poems of cowboy life, many of which have been published.

Askew recalled that back in 1936 he, J. D. Hamlin, Mrs. R. L. Duke and Ealy Moore, boss of the Rita Blanca Division, got together and organized the XIT Cowboy Association. Hamlin, now dead, was its first president. Askew was the first secretary and has held that office since.

Mrs. Duke was made historian, and brand inspector, which duties she still loyally fills.

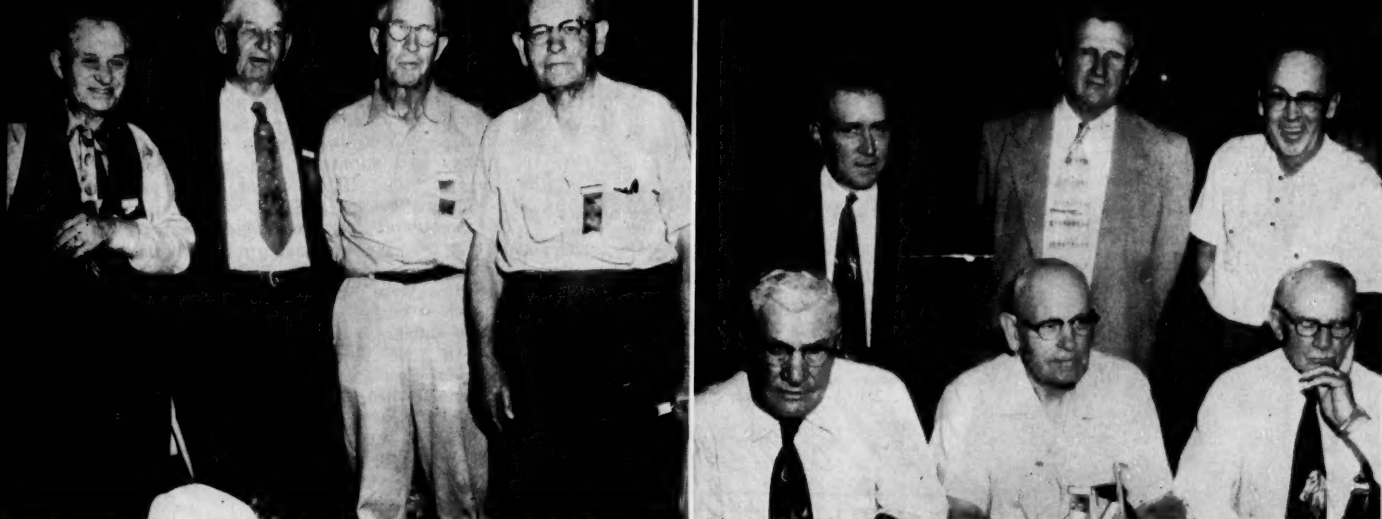
W. O. (Bill) Culbertson, is president of the XIT Reunion. He was also on hand to greet the visitors. Culbertson was a partner in the cattle business for many years with Uncle Dick Coon. He now ranches with his sons in New Mexico and Colorado, but headquarters are in Dalhart.

Askew reminisced about his cowboy experiences. He recalled that back in 1936 eight thousand cows and calves were branded on his division of the ranch, all roped and tailed down by the cowboys. It was a big job, but a lot of fun, too.

One time when working in bog camp, Askew found a cow stuck in the Canadian River quicksand. Above her was a bluff. He rode his horse near the edge of the precipice and roped the animal around the neck, having learned by sad experience that horns were sometimes pulled off under heavy strain. After roping the cow he tried to pull her out, but the sad-

Below, Mrs. Robert Duke. Right, left to right, North Blanks, Dalhart; J. W. Armstrong, Hartley; T. E. Belch, Los Animas, Colo.; W. A. Askew, Amarillo, at a party following reception for XIT Association members at XIT Ranger Clubhouse.





Left to right, George Hayden, Mel Armstrong, Mike Sullivan, W. A. Askew in Lobby of DeSoto Hotel. Right, standing, left to right, Mayor Eddie Jones, Rev. C. N. Wylie, Dr. E. U. Johnston. Seated, left to right, W. O. Culbertson, President; W. A. Askew, Secretary; Frank Farwell. Program and reception committee with association officers at XIT Ranger Clubhouse.

dle cinch broke and he and his saddle went over the bluff on the cow's back into the icy water of the river. It took the combined work of several cowboys to get them out.

George Hayden, 79, he of the golden colored satin shirt, as well as Askew, rode in the big parade. Most of the other old cowboys rode in automobiles. Hayden came to the plains country with his parents, Mr. and Mrs. B. B. Hayden in 1888. He went to work as a cowhand on the Frying Pan ranch when fourteen years of age. When he was sixteen he switched over to the XIT, and worked for the Buffalo Springs Division.

At one time he was working with a Jack Pot outfit for several weeks, rounding up cattle and horses. There were thirty-five cowboys in the group, bossed by Jim Ivy. Hayden represented the XIT. Early one morning they saw something ahead of them reflected in a mirage. They debated what it could be, because antelopes and lobo wolves often loomed as large as a steer. As they drew nearer they saw four lobo pups. Hayden jumped from his horse and kicked one to death with his boot. The other three ran into a hole. Since the hole was on the open prairie with no way to identify it, Ivy told Hayden to stay there until the boys could return with something to dig out the wolves.

"I sat there and I sat there," Hayden said, "thinking the boys would never come back. I even tried to dig out the wolves with my pocket knife. Then I saw a herd of wild mustangs headed my way, and they were chasing a big lobo. The wolf made straight for the hole and I realized she was the mother of the pups. I mounted my horse and got my rope ready. I was lucky, the loop fell around her neck, and I dragged her to death. Then we dug out the hole and found the three other pups. I made good money that day from lobo scalps, about twenty-five dollars, equal to a month's cowboy wages."

Hayden told how he roped a bear in

Amarillo in 1892, where 44th and Polk Streets now meet. This was then a section of fenced pasture with a sorghum patch in one end. Hayden had some work horses out there and rode out to round them up, as he had promised to drive some sightseers in a wagon to the Palo Duro Canyon. As he returned with his horses he saw a bear in the sorghum patch. The animal stood up on its hind legs and stared curiously at the rider. Hayden tied his two work horses to the fence, went to the corral in the pasture and found a rope. Then he went to the sorghum patch and roped the bear. He dragged it across the prairie behind his horse until the bear became exhausted and he could dispatch it with his knife. He cut its throat. He took the skin of the animal and some of the meat to town as proof of his adventure.

B. P. (Press) Abbott of Bovina, tall and wiry, with a sun tanned face beneath the brim of a big Stetson, spent most of his time in an easy chair, his eyes aglow with memories. Many years ago he suffered a broken ankle and a broken leg when a horse reared and fell back upon him. But Press wanted to come to the reunion and his two good neighbors and friends, Bill Venable and A. B. Wilkinson of Bovina, brought him to Dalhart and kept a friendly eye upon him.

Mel Armstrong of Amarillo is a typical cowman of the High Plains. Broad-shouldered, with kindly blue eyes in a wind furrowed face, he seemed to know everyone and enjoyed every minute of the reunion. He was the first XIT cowboy to register at the reunion this year. Armstrong once lived at storied old Tascosa and although a small boy during its turbulent history, he recalled many exciting days there. Sketched in his memory forever is the day when four men were killed during one of the cattle wars and he helped to pick up the dead. He went to the funeral too on Boot Hill when Jim McMasters and Judge H. H. Wallace presided at the funeral. The murdered

men were buried in homemade caskets and Mel's mother and three neighboring women sang hymns at the grave. "This war took the fight out of the plains country for thirty years," Armstrong said.

Mel was a cowboy on the Rita Blanca division of the XIT. He remembers swollen streams that took many a cowboy's life, extremely cold winters when cattle froze to death, bogs, lobo wolves, and other hazards of those days, but despite the hardships they had, a cowboy's life was the only life, and he wouldn't have changed it for any other. He says that Tascosa was like an oasis in the desert with its cooling stream, wild turkeys, beavers, wild grapes, currants and plums. "After the big herds of cattle came in, they tramped out the stream, the beavers left, and the place was never so pretty again," he concluded.

Armstrong also recalls the wild mustangs that roamed the plains and the trouble they gave the cowboys. These horses were too small and too wild to break. "It was impossible to domesticate them," he said. "They were too nervous and highstrung. If someone came up behind them they jumped or stampeded. They thought a lobo was at their back." Mel killed the last mustang he ever saw. He was camped at the Little India dug-out and had a mount of horses. A mustang came up and tried to entice the hobbled horses away. He chased it off, but it continued to come back and molest the horses and he finally had to shoot it.

Mike Sullivan of Elk City, Oklahoma, was on hand at the Dalhart reunion. He never misses. He went to work for the XIT in 1905 at Buffalo Springs and also worked on Middle Water and Rita Blanca Divisions. He was in the Matlock Line Camp in 1906 when the De Soto hotel was built in Dalhart. This hotel became the cowboy's town hang-out and has remained as such. Probably more spurs on more honest-to-goodness cowhands have jingled over its tile floors than in any other hostelry in America.



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Wranglers

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trim-fitting . . . they're scientifically sized,
buy your exact size

Sanforized 11-oz. denim can't shrink out of fit

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WORLD'S LARGEST PRODUCER OF WORK CLOTHES

"I used to ride fence through Dalhart which was part of Buffalo Springs division," Sullivan continued. He also recalled the windmill work back in those days and admitted that he dreaded it more than all the other work put-together. The wheels were sixteen feet in diameter and were mounted on forty foot towers. "We let them run," he said, "it was too much trouble to turn them off." There were cypress wood tanks below each windmill and when they ran over the surplus water went into a dirt tank.

In 1906 Sullivan and Walter Moore broke horses at Perico. There were about seventy-three head in the remuda. They saddled the bronses and used rope hackamores, no bridles, and a pair of good spurs. "We broke two or three a day, and when the passenger train came through in the morning and stopped for water, we put on a show for the passengers," he said. "Of course, we got bucked off once in a while," he admitted. "Some of those horses were so wild that they had to be broken every time we rode them," he concluded.

Sullivan remembers a big prairie dog town near Perico, the biggest one he ever saw. There were hundreds of dogs, and they had burrowed for miles under the prairie. "Many horses fell into these mounds and broke a leg, and had to be shot," he recalled.

One time Sullivan got on the train and walked up the aisle with spurs jingling. The passengers started to laugh and he didn't know why. Finally the conductor told him they were laughing at his spurs. "I hadn't thought a thing about it," Sullivan said. "We never took our spurs off our boots. We dug them into the ground at night and used them for boot jacks. I still have those old spurs," he said, "wouldn't trade them!"

Sullivan, although blind in one eye, has a keen memory and was the first old cowboy to identify all the figures in an early-day XIT photograph which was published recently in The Cattleman.

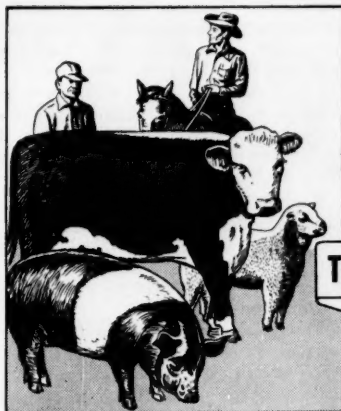
Florence F. Moore was wagon boss for the XIT on the Rita Blanca and Buffalo Springs divisions and was often out on the range six months at a time. He now lives in Marlin, Texas, but made it a must to attend the reunion. He came to Panhandle in 1899, started out as an all-around cowboy, "getting two tens and a five" per month. He graduated to wagon boss. He recalled a big prairie fire in 1907 that reached from Middle Water to the Texas line, about thirty-five miles. The Fort Worth and Denver right-of-way stopped it. At least twenty-five cowboys were fighting the fire, part of them on the north, part on the south. Large fires were often whipped out on the prairie in those days with steer hides. Many animals were slaughtered in such an emergency. Their hides were fastened to a post and then dragged by two cowhands through the fire. Moore says the fire was so fierce on that occasion that one night he ordered the boys to skin extra animals. "They came back with six cow hides and a calf hide," he said, "so we were well supplied." Often the animal wasn't skinned at all. The carcass was

SUPPLY

LIVESTOCK PRICES

DEMAND

Why They Change From Week to Week



The decisions that affect livestock prices begin at two different places—sometimes as much as 2,500 miles apart.

The farms and ranches all over America are one of those places—where producers decide the kind, quality, weight and numbers of livestock they will market today.

The other—is with millions of housewives—when they decide whether they will buy meat today, and the kind, quality and how much.

Together they are SUPPLY and DEMAND

A lot of big and little things influence those decisions and cause livestock prices to go up and down. But the main things to remember are these: (a) like water, prices seek a level, and (b) it is the pull of demand and the push of supply which levels them.



First take SUPPLY



FEED SUPPLIES



WEATHER, SEASONS



MARKET SITUATION



PRODUCER'S DECISION TO SELL

The independent daily decisions of hundreds of thousands of producers govern where, when and how many head of livestock will be sold for slaughter each day. Feed supplies, weather, seasons, and how the market looks to a particular stockman at a particular time—these and other factors enter into each individual decision.

So naturally, the number of livestock slaughtered across the U. S. will vary from week to week, sometimes as much as 25 percent. This means that the amount of meat and by-products that must be sold also varies considerably from week to week. To induce retailers to purchase increased supplies, meat packers usually are compelled to sell meat at lower wholesale prices. Conversely, when livestock slaughter and available meat supplies decline, retailers and their customers may become aggressive buyers, even at higher prices in order to obtain their meat requirements. In this way the changes in livestock prices are governed by the changes in what the packer can get for the meat and by-products.

Very little meat is stored



Storage of meat is seasonal and the amount stored is very small in relation to the total amount of meat sold. Compared to total yearly production, only about 2% of the beef, 3% of the lamb and 5% of the pork is held in frozen storage. The little that is stored works to the benefit of both producers and consumers because it helps smooth out the seasonal differences of supply and the flow of meat to the homes of America.

Now take DEMAND



EMPLOYMENT AND WAGES



RELIGIOUS BELIEFS



COMPETITION OF OTHER FOODS



MONEY IN HOUSEWIVES' POCKETBOOK

The biggest factor in demand is BUYING POWER. When employment and wages are high, the dollar-demand for meat is good; with unemployment and low wages, dollar-demand for meat falls off. On the average, housewives spend for meat about 5% to 6% of the national disposable income.

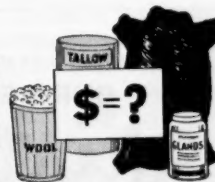
When meat supplies increase, several things may happen. Retailers then may buy more than their average requirements...provided they can buy at lower prices. Their customers do not automatically have more money to spend just because there's more meat to be sold.

Experience has proved that it usually takes lower wholesale and retail prices to move more meat into the shopping bag. When retailers increase their purchases of meat, they know they have to price it attractively, and advertise that fact to stir up interest and to sell more meat to regular and new customers.

Other factors which affect demand and influence prices include: religious beliefs, weather and seasons, competition of other foods, personal tastes and habits...all these influence demand and cause livestock prices to change.

By-Products

Demand for by-products is also another important factor affecting livestock prices. By-products are sold by the packer at the best price they will bring. And this is a big help in covering the costs of turning livestock into meat and distributing it. These by-product values are always taken into account by the meat packer in buying livestock. By-product values, like meat, vary from day to day...so that is another factor which affects livestock prices and causes them to change.



HIDES, TALLOW, LARD, GLANDS AND OTHER BY-PRODUCTS

Together—the forces of supply and demand govern prices of livestock and meat

Swift & Company

AGRICULTURAL RESEARCH DEPT., CHICAGO 9, ILLINOIS

Nutrition is our business

FARNAM * Triple "XXX"

ROTENOX

SPRAY-DIP

CONCENTRATE



KILLS CATTLE GRUB

(Wolves, Warbles)

LICE, TICKS

and Sarcoptic

MANGE MITES



The One and Only livestock spray that controls all four fall and winter stock pests — grubs as well as lice, ticks and mange mites! Choice of leading cattlemen the nation over! More than 7 million head of cattle sprayed with Rotenox last season!

*THE "SHOW" COAT SPRAY — an excellent conditioner of hair and hide. Leaves beautiful, glossy coat, free from scale and scurf.

SAFER TO USE! EASIER TO APPLY! PROVEN MORE EFFECTIVE!

Rotenox is a rotenone-base spray, highly toxic to cold-blooded stock-pests, yet relatively non-toxic to warm-blooded humans and animals. Thus, it's safer to use! Important also, it can be applied either as a spray, dip or wash. High pressure is not necessary to make this product effective.

Rotenox is economical, too!—one gallon of the concentrate makes 160 gallons of finished spray. So, why be satisfied with less, when the best is so very economical. This fall and winter, spray with Rotenox!

AT YOUR DEALER: If he doesn't have Rotenox in stock, he can get it for you!

THE FARNAM CO.

Phoenix, Arizona (E) Omaha, Nebraska

Also MIXES WITH OIL

For Use In
All Types Of
CATTLE
OILERS

Mixes 1 to 20 with #2 fuel or diesel oil for use in oilers. Recommended by nearly all manufacturers of livestock oilers for use in their equipment.

WE GIVE ALL SHIPMENTS, LARGE AND SMALL, THE SAME SERVICE—

OUR BEST

Shirley

LIVE STOCK
COMMISSION CO

FORT WORTH, TEXAS

Shirley Sales Service Satisfy



Big FREE
STOCKMEN'S
CATALOG
No. 154

SAVE on
RIDING
EQUIPMENT AND
WEARING APPAREL

FRED MUELLER, Inc.

1 MUELLER BUILDING, DENVER, COLORADO

spilt open and dragged through the fire. That particular fire took two days and two nights to put out. When it was over a bunch of tired and hungry cowboys, who had neither eaten nor slept during the conflagration, stumbled into the bunk house for food and sleep.

Moore and Dewitt Reynolds of Los Vegas, New Mexico, were visiting at the Dalhart reunion. Reynolds formerly lived in Dalhart and served on the Texas Sanitary Board in 1911. He reminisced about his experience with Tex Rickard many years ago, when they and other rodeo performers went to London, England, and put on the first rodeo performance ever given in that city.

Having the best time of all at the reunion was Mrs. Cordia Sloan Duke, wife of the late Robert Lee Duke, last manager of the XIT. Duke was with the ranch forty years, having started at the bottom and working to the top of the company. He leased lands for the company when the ranch was cut up. Mrs. Duke knows all the cattlemen who were connected with this fabulous spread for the past forty years, and she couldn't sit down to visit with one old timer for five minutes, until another one came up, and more reminiscing began. She was teaching school in Oklahoma when she met Duke who was headquartering at Buffalo Springs, near the Oklahoma line. Duke gave a dance for the cowboys because they returned home sober from the Dalhart fair, and the pretty school teacher was one of the belles at the ball.

Mrs. Duke is historian for the XIT Association and is also brand inspector because membership is open only to one-time XIT cowboys and immediate members of their families. No one is more familiar with brands in this section of Texas than Mrs. Duke, and she checks them all meticulously. "We don't want any imposters in this association," she stressed, "and it is my job to check brands." Mrs. Duke has written several articles about the famed XIT, and is compiling data at the present time for a book about the historic ranch.

Allen Stagg, 86, of Vega, was another old time XIT cowboy at the reunion. Stagg is a former sheriff of Oldham County, and had his office in the old stone courthouse building in Tascosa, which is today part of Boy's ranch. Allen wanted to be a cowboy on the XIT back in 1894, and the boss put him to work hunting lobo wolves which were so prevalent at that time and killed so many cattle. "The outfit furnished me a horse," he recalled, "and told me if I'd keep my eyes open I could make more money killing wolves than I could doing regular cowboy work. I rode up a small canyon that first day and it wasn't long until I saw a big female lobo go into a cave in the canyon wall. I found the lair where a big rock had caved off, and crawled in with a candle and my gun. I could see two eyes gleaming in the darkness, and shot. I kept seeing eyes, and kept shooting. There were six puppies in this den besides the old one. I got ten dollars for cub scalps and twenty-five for older animals. In the spring of '97 I turned in



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45% Range Cubes . . . mineralized — vitaminized — multiple-protein concentrate



. . . formulated to multiply every animal's ability to get more feed value from forage

Every single cube of MoorMan's Range Mintrate* is *all nutrition*—a balanced blend of proteins . . . minerals . . . Vitamin D . . . and urea, which is high in nitrogen and equivalent in protein value to about 6 times its weight in cottonseed cake.

MoorMan's Range Mintrate Cubes contain no hulls . . . no grain . . . no filler or added fiber.

Ingredients in MoorMan's Mintrate Cubes are so concentrated . . . so skilfully combined that only 1 lb. to 1¼ pounds per day, is all that cattle need to help them increase their capacity to get more value out of their other feeds—including inferior range.

MoorMan's Range Mintrate Cubes are the lowest cost complete mineralized concentrate on today's market—in terms of the greater gains and improved reproduction that they deliver.

Ask your MoorMan Man to show you samples and quote you quantity prices. Or, if a MoorMan Man is not readily available just write, wire or phone Moorman Mfg. Co., Dept. B 5-10, Quincy, Illinois.

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(Since 1885)
**MINTRATES,
MINERALS**
and
Parasite Control Products
*Trademark Reg. U. S. Pat. Off.

LIFETIME WATER TROUGH ENDS TROUGH PROBLEMS



Another Water Trough Ready for Delivery to a Ranch Where it Will Last a Lifetime



STORAGE TANKS

Our reinforced concrete water storage tanks will last a lifetime. They are available in both round and rectangular shapes. We also have platforms for water storage tanks and a concrete cover with a windmill attachment.

Size	Shape	Price
2,500 gal.	Round	\$198
5,000 gal.	Round	\$396
6,500 gal.	Rectangular	\$435

platform available \$181
platform available \$181
sets on ground
Extra Lid \$60

Windmill attachment (covers tank) available on all three sizes at \$58 each. Also plain lid \$33.

ALSO FOR SALE:

Flat bottom feed troughs \$28.

Water troughs (round and rectangular) 180 to 2,200 gal. capacity \$30 to \$166, with all brass fittings.

Heavy Duty Bull Trough, 12 ft. long, 12" deep, \$58 each.

A complete line of plumbing fixtures.

Authorized dealer for Aermotor Windmills, Towers and Pumps.

All prices FOB Bay City, Texas • We have delivery facilities

Manna's Concrete Company has been in business for 11 years and our products are now being used by many ranchers who are completely satisfied with them.

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MANNA'S CONCRETE CO.

A. R. Manna, owner

BOX 292 • 2928 NICHOLS ST. • PHONE 8326

BAY CITY, TEXAS

eighty-four lobo scalps. I made more money hunting wolves than I did doing cowboy work, but it was too good to last. The boss put me to work with the other hands and my pay was twenty-five per month. The biggest den I ever found had twelve lobo pups in it," Stag recalled.

"The wolves killed many cattle in those days," Stag continued. "They wouldn't even go back to a carcass, and could kill a grown steer or a cow. I have caught them in the act. The belief was popular then that the wolf pack always caught the fattest cow," he recalled, "but this was because the fat cows could not run as fast as the others. It was also thought that the wolf caught the animal in the hamstring, or tendon. This was bunk," Stag stressed. "The wolf would tear out the inside flank of the cow, near the udder where the skin is thin, and disembowel her."

Sourdough biscuits cooked in the Dutch oven are the best ever and when the old cowboys saw Goldie Thomas, their mouths started to water. Goldie is a popular man and many old friends made it a point to say howdy to him in Dalhart. Goldie was an XIT cook from 1906 until the ranch was sold in 1912. There was plenty of work to do at shipping time when there would be at least fifty folks to eat at the chuck wagon. Special batches of sourdough were made and it would set from nine to eleven in the morning in the Dutch oven before the bread was slowly cooked over the hot mesquite coals. These biscuits, as the old timers know, were not the small, dainty kind. One biscuit filled up a good sized hole in an empty stomach. The average cowboy ate three and felt satisfied until the next meal. Goldie said he got up about three o'clock each morning to get breakfast. Meals consisted of smothered steak, French fries, salads, mulligan stew, sun-of-a-gun, dried fruit cobblers, and the proverbial beans or frijoles. "The strange thing about it, I was never bothered with flies," Goldie said. Ranch style cooking must have given him a fine start because he carries his sixty-three years as jauntily as a man twenty years younger.

Mrs. J. M. Montgomery of Vega has been living in Oldham County fifty-eight years, longer than any other old timer. She says her husband came to Oldham county with A. G. Boyce and worked for the XIT eleven years. She came to Dalhart with her son Boots, who ranches at Vega.

Sam Bridges of Anderson, California, was the XIT cowboy to register from the most distant point. He worked under Walter Farwell at Buffalo Springs and Channing in 1904-05.

Mr. and Mrs. J. W. Armstrong of Hartley never miss the XIT Reunion. Armstrong is affectionately called "Bill" by all of his old saddle cronies. The Armstrongs have been married over fifty years and home to them is the Panhandle of Texas.

No one is better known, nor better liked at the XIT Reunion than Frank Farwell, general chairman of the local

arrangements committee. He is also a past president of the Association. He has always served as arrangements chairman and would gladly "bust a hamestring" to see that everyone had a good time. He thinks there is no place on earth like the great Southwest, and has plenty of pep to get things done. He, too, is one of the fine XIT cowhands who helped make cattle history on one of Texas' largest ranches.

The big reunion opened in Dalhart on Monday, August 9th and lasted two days. Each evening there was a rodeo performance followed by a dance in the Rangers club house. On Tuesday morning there was a long fifty unit parade watched by thousands of pedestrians along the streets. Just behind the colors, wives of former XIT cowboys, and Association members unable to ride horseback, rode in automobiles. They were followed by the more active old timers, who sat as straight in the saddle as they did in their youth. One float carried an empty saddle in memory of all XIT cowhands who have joined the "Big Round-Up."

The XIT Cowboy Reunion is said to be the biggest celebration in the world based on the history of a ranch. But it is far more than the gathering of a big crowd, a long parade and a rodeo. It is symbolic of another day, of a period of strange financing, when our State traded a magnificent empire for an equally magnificent capitol building. It is symbolic of the growing pains of development whereby that empire was transformed into smaller ranches, stock farms and grain farms that now require the tall grain elevators that dot the plains. Living in the midst of that development, the editor of the Dalhart Texan, sums up the sentiment, the pathos and the memories of XIT in these beautiful words: "The two days of the reunion recalled in memory and paid tribute to all those who have completed their contributions to this old world, some early in life, and some late and who now look down from the Starry Range where the Big Boss is the Almighty."



Geronimo, grand champion gelding, Wyoming State Fair, owned by Dr. Calvin H. Hall, Casper, Wyo. Cathey photo.

on the Range ...in the Corral ...in the Ranch Home

... from the old reliable, well-known

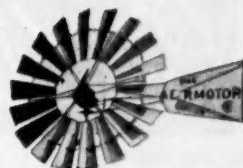
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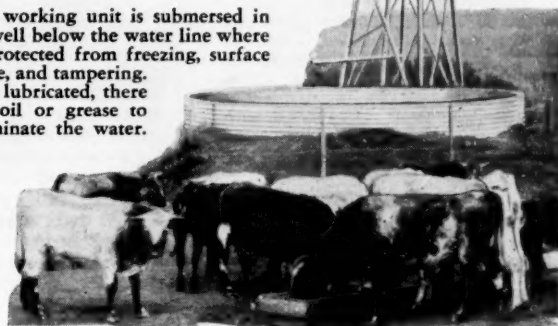
AERMOTOR SUBMERSIBLE ELECTRIC PUMP



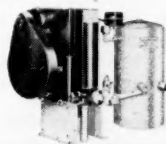
Entire working unit is submersed in well, well below the water line where it is protected from freezing, surface seepage, and tampering. Water lubricated, there is no oil or grease to contaminate the water.



Let the wind do your pumping without cost for power. Ideal for range or feeder lot. Wheels 6 ft to 20 ft in diameter. Capacities from 105 to 3300 gph.



HERE'S A NEW BOOK TO HELP YOU SELECT THE RIGHT WATER PUMP



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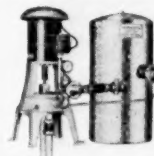
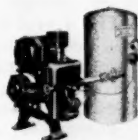
"The King of all Electric Water Pumps"

Designed for pumping depths of 20 feet to 730 feet. Four sizes are available with motors ranging from 1/4 hp to 3 hp. Smooth running and quiet. Capacities of 118 gallons per hour to 4950 gallons per hour.

Entitled "How to Choose Your Water Pumping System," it gives facts, figures, pictures, and suggestions to make your choice easy.

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For suction lift of 22 feet or less. Motors rated 1/4, 1/2, and 3/4 hp for capacities of 250, 350, and 500 gph.

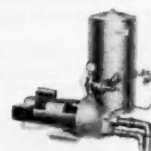


VERTICAL JET PUMP

For 2", 3", and 4" wells or larger, with motors ranging from 1/2 to 1 hp. Only one moving part means low-cost maintenance.



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Same pump unit, tank, and tank fittings to pump from shallow or deep wells. Aermotor dealers have factory packaged parts for the conversion.

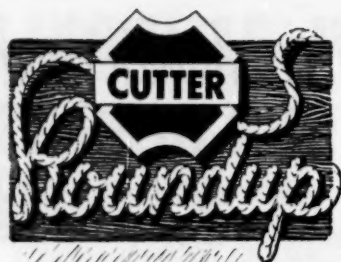
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HELPFUL NEW 44-PAGE BOOK

AERMOTOR COMPANY

2500 W. Roosevelt Road, Dept. 1610
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AERMOTOR

"WATER WHERE YOU WANT IT"



"It's a real sod buster!"—that's the headline on a new Cutter ad which tells about their immunity-building exclusive—Alhydrox®. But the thing that really stopped us was the photograph. Doggone if they don't show a rancher comin' through a door drippin' wet being greeted by his wife, and lots of stormy clouds in the background. The whole thing looks so darn lifelike I wheedled the ad boys a little and got them to tell me the "story behind the story," so to speak. Thought maybe you'd be interested.

They faced a little problem in getting a fella that looks the part. The photographer interviewed dozens of fellas, but none would do. So he got a small camera and started taking pictures of the guys he'd meet in various places. Weeks passed with no results. Then he stumbled on a former bit-part movie actor who had the features he was lookin' for. The guy was driving a taxi cab in downtown San Francisco. For a fact, this old boy was a deadringer for the thousands of cowboys you see around the rodeo circuit and some of the isolated places back in the range country. You know the type—face that's seen a lot of weather and a big grin that's always good to see.

He had to have the fella comin' in from a storm, and there aren't any storms in California this time a year. So they took an old movie slide of a dark, threatening sky and projected it on the wall next to a door, had the model stand in front of the projection, dumped a bucket of water on 'im, then photographed the whole kit and caboodle. Had to have this fella greeting the Missus and the photographer's wife just filled that part of the bill.

How's the whole thing tie in with Alhydrox and vaccine? I'm not tryin' to be ornery, but the best thing to do is to watch for the ad.

Kind of thought you'd be interested in the trouble the boys go to to produce one of these ads—I know I sure was. It's good all things aren't that complicated. Pickin' the best vaccine for instance—nothin' complicated about askin' your Cutter Vet Supplier for Cutter Alhydrox vaccines. If you need more information about Alhydrox, ask your Cutter Supplier the next time you see him. Might look for the big blow-up of the "sod-buster" ad that he'll have in his Vet Supplies Department.

See you next month.

Ol' Bull
CUTTER LABORATORIES
Berkeley, California

Nutritious Beef

(Continued from Page 31)

health of all members of her family, and when she learns how many different ways she can keep variety in her meals—and stay within her budget—through wise utilization of the more than 30 beef cuts that are available to her, certainly she will be encouraged to keep beef on her shopping list.

The fact that last year's record beef production of 12 billion, 450 million pounds was accompanied by record beef consumption indicates that America's homemakers are keeping beef on their shopping lists. In 1953 an average of 76.7 pounds of beef were consumed per capita—over 15 pounds more per capita than in the preceding years. It did not pile up in storage. In fact, statistics reveal that in practically every month of the year there was less beef in storage than in the same month of the previous year, 1952. The same has been true about beef in storage in 1954 in relation to 1953, and the per capita consumption of beef for 1954 is forecast at about 78 pounds, surpassing last year's record.

Beef production for 1954 is also forecast at a new record high—12 billion, 800 million pounds. The cattlemen of America have been doing a tremendous job in providing ample supplies of beef for an ever-increasing population—a job at which they have shown themselves to be masterfully proficient, using to the fullest their knowledge of animal husbandry, agronomy, and the other agricultural sciences to produce consistently more beef per animal per acre per man hour.

While the Board works daily on the job of promoting all types of meat—beef, veal, pork and lamb—its broad facilities have been made highly flexible in order that they can be shifted smoothly into special programs for livestock producers and growers in time of emergency. Many times the Board has answered the call to assist groups of cattlemen, hog raisers, and sheep men, when beef, pork or lamb products were piling up and prices were dropping.

So it is not surprising that in view of the record-breaking supplies of beef moving into the markets in 1953 and 1954, that the Board has been asked to supplement and expand its activities in connection with beef promotion. As always, the Board has been making every effort to cooperate fully.

Shortly after the beginning of the year 1953 it became very apparent there would be a beef problem in this country. It was recognized that if record-breaking beef supplies piled up in storage they would have a depressing influence upon beef cattle prices. There was only one real answer—to do everything possible to push consumption of beef.

The Board geared its machinery for the task ahead—made available its many facilities in a nation-wide beef promotion campaign. It joined forces with the United States Department of Agriculture, American National Cattlemen's Association, Texas and Southwestern Cattle Raisers Association and other cat-

tle organizations, as well as retail store groups, meat packers, livestock marketing associations, hotels and restaurants and other agencies in a program to move beef into consumption. Jay Taylor, of Amarillo, Texas, was chairman of the Board at that time and his work in the field of meat promotion both with the Board and as present president of the American National, has evoked nationwide attention.

Many media have been used in this all-out beef promotion effort. Beef has been given special attention on the Board's meat demonstration programs on television, in the Board's radio script service going to over 1,600 radio stations throughout the land, in the meat copy service going to nearly 2,000 newspapers, through cooking schools, and through talks and lectures given by Board staff members in all sections of the country.

The emphasis placed on beef by the Board through its regular channels of information at a time when the beef industry was in distress is demonstrated in part by the fact that in two months time, 10 different beef dishes were featured in the illustrations and copy which is used regularly on the women's pages of newspapers with a combined circulation of more than 25,000,000 readers.

Also, a special set of releases on plentiful beef went to nearly 2,000 of the nation's daily and weekly newspapers. These included 45 stories and recipes on beef and 35 short, punchy items on beef.

The National Live Stock and Meat Board produced a folder titled "Beef in the Menu" which has received wide distribution. This folder features an assortment of attractive beef recipes and menus built around 20 cuts of beef, ranging from the economical and less-demanded cuts to the more popular cuts. The homemaker has found the folder valuable as an aid in buying, cooking, preparing, and carving beef.

All recipes in the Board's releases and recipe books are prepared and tested in the kitchens of its home economics department.

The radio script service also has placed special emphasis on beef in recent months of plentiful beef supplies.

Excerpts from scripts such as the following keep the subject of beef constantly before the American consumer:

"More and more beef—isn't that a wonderful sight in your retailer's display case? Today is an especially good time to consider the various cuts of beef because there is an abundance of this meat and the prices are attractive."

"With beef supplies so plentiful, now is the time to serve your family all the cuts they like so well. Since there are more than 30 different beef cuts, perhaps you have overlooked many of them. The zesty flavor and satisfying quality of short ribs makes them a perfect choice."

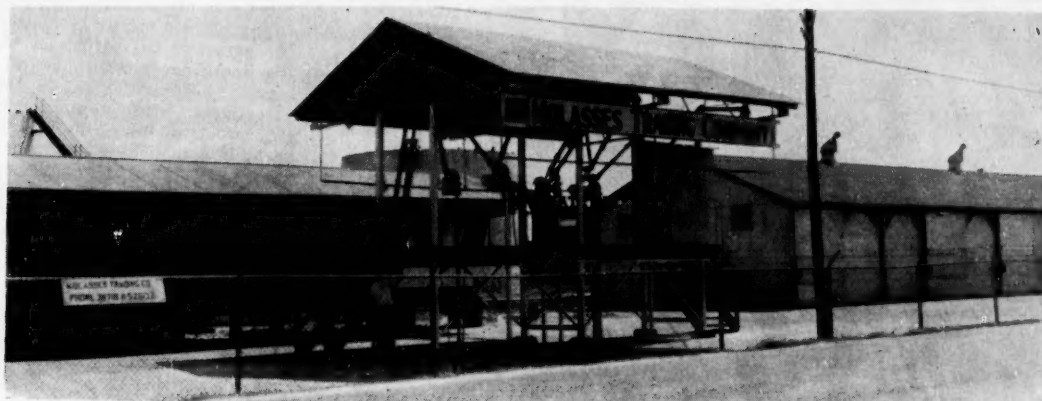
"A traditional fall favorite—that's what you might call a pot roast dinner. With supplies of beef plentiful, you'll find this hearty dish is on the thrifty side, too."

The place of beef in the menu on special occasions is also emphasized from

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BLACK STRAP CANE MOLASSES



Our storage facilities at Corpus Christi, Texas

Feed Molasses To Beef Cattle For:

- One-half the cost of other feeds
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If you are looking for a good, economical feed for your cattle to go along with dry winter grass try feeding an imported molasses free choice for excellent money-saving results.

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time to time as in this excerpt: "January 1 calls for a dinner that will top them all. Tradition gives us a help. For many folks the standing rib roast of beef is the choice for this special occasion."

One cannot overestimate the value to the cattle industry of such beef tips which are beamed daily to homemakers throughout the land.

Such heavy usage of the Board's services indicates how widely this livestock and meat organization is accepted as an authoritative source on the subject of meat.

This is the result of 31 years of careful and intensive work by the Board in the fields of research, education and information on meat. It is the result of the conscientious effort on the part of the Board never to propagandize but always to present the facts about beef and other meats convincingly and with scientific proof. It is also the result of years spent in establishing good relations with all the media of communication including newspapers, magazines, radio and television—of learning what they want and need and supplying the information in usable form.

For without good access to communication outlets to reach America's 42 million homes, the Board's valuable findings on meat would benefit only a few groups of people rather than the entire livestock and meat industry and America as a whole as it does today.

Television especially has been used to good advantage in the past year. The Board's meat specialists and home economists presented a total of 273 meat lecture-demonstrations on 169 television stations in 140 cities of 42 states.

And on August 3, the Board had the unique distinction of staging the first full hour meat program ever presented on color television. This significant event, which envisions untold future possibilities for intensifying and expanding the Board's educational activities, took place in Oklahoma City, Okla., on station WKY-TV.

Everyone present at this premiere showing of meat on color television agreed that the meat showed up very well and that it is a "natural" for color television. In the cooked beef rib, for example, the color was strikingly real, showing to good advantage the color contrasts—from the brown fat surface area to the juicy taste-appealing pink center of the roast.

During the past year many cattle association and Cow Belle organizations have directed strong attention to the subjects of public relations and beef promotion. This has brought about several state-wide and regional beef promotion campaigns in which the local groups have requested and received the full-hearted support and cooperation of both the American National Cattleman's Association and the National Live Stock and Meat Board.

During the past several months the Board has worked closely with such beef promotion campaigns in Iowa, Oregon, Oklahoma, Texas, California, Florida and other states.

Also the Board has recently prepared

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it is of little use unless it is recorded.

a number of colorful posters, featuring beef, for use by cattle associations and other groups in connection with their fair booths and other exhibits. These posters, eight feet long by 3½ feet high, make a very striking display of beef cuts and beef dishes. This is really an eye-catching type of exhibit poster on beef and it has met with outstanding success at all places it has been used. It has proved to be one of the Board's most popular productions and is being received with enthusiasm in all sections of the country.

In connection with the beef posters the Board has prepared a folder of nutritious beef recipes to be distributed at points where the posters are displayed. These folders give recipes for the six beef cuts featured on the posters, and also give pointers on cooking beef and carving beef, as well as summarizing the nutritious value of beef.

This fall, in both September and October, the United States Department of Agriculture has made beef a main item on its "Plentiful Foods" list. In cooperation with leaders of the beef cattle and vegetable industries, and with the support of U.S.D.A.'s Plentiful Foods Program, the National Live Stock and Meat Board recently has been participating in a nation-wide beef-and-vegetable campaign. This campaign, running from September 30 through October 9, features economy combination dishes such as beef stews and pot pies.

Plans for this campaign were agreed upon at a meeting in Chicago, where representatives of food distribution industries and the National Restaurant Association pledged full merchandising support to the drive, coordinated by the American National Cattlemen's Association. The American Meat Institute, United Fresh Fruit and Vegetable Association and Vegetable Growers Association of America, the National Potato Council and others have cooperated in the program.

Secretary of Agriculture Ezra Taft Benson has complimented the industries on their initiative in finding further solutions to their marketing problems and offered the Department of Agriculture's full support.

With generous fall supplies of beef anticipated, and with carrots, onions, potatoes, and other vegetables in abundance, the beef-and-vegetable campaign is calculated to move large quantities of both commodities to consumers through regular trade channels.

In connection with this project, the National Live Stock and Meat Board featured beef stew in its news and picture service going to newspapers across the country in September. Also its radio script service features beef in September and October. In October the newspaper copy service will carry beef stories to tie-in with Halloween, and will call attention especially to ground beef and beef cubes. Four of the six meat dishes in the October series going, at their request, to 265 major metropolitan newspapers will be beef.

Why does the Meat Board concentrate so much of its attention on the Ameri-

can homemaker in its beef promotion program?

This is not a haphazard sort of thing. The Board has established through surveys and studies that the homemaker is a key figure, a person of vital importance to the livestock and meat industry. It has been found by the Board that in approximately 87 per cent of the homes, she not only prepares the meat but she also makes the decision as to what meat the family will be served.

An important part of the work of the Board is the study of the shopping, buying and eating habits of the American homemaker and her family. The studies are carried through principally by means of surveys and contests conducted at the Board's exhibits at fairs and livestock shows and at its cooking schools.

The Board's educational meat exhibits at fairs and livestock shows set a new attendance record this past year, having been witnessed by an estimated 4,400,000 persons in all walks of life.

A particular phase of these exhibits which attracted much attention was one showing the breakdown of a beef carcass weighing around 600 pounds and from a 1,000-pound steer. The display brought out that this carcass yielded 171 pounds of roasts and pot roasts, 167 pounds of steaks and 139 pounds of other cuts. The remainder of the carcass included bones and other by-products.

Many visitors were surprised to observe that such a carcass makes available only 40 pounds of the Porterhouse, T-bone and club steaks—which are especially in demand. They were given visual proof of the reasons some cuts of beef sell for more than others—a lesson in supply and demand.

This year's Meat Board exhibits feature the nutritive value of meat and other foods, economical utilization of meat cuts, proper preparation of meat, and meat identification.

One part of the exhibit on getting more meals from meat shows how the beef rib-roast (6th and 7th ribs) can provide three meals for a family of four, including boneless pot roast, boneless stew and four country club steaks. Another beef cut—the arm pot roast—will furnish two meals for a family of four, including boneless pot roast and swiss steaks. This exhibit points out how meat cuts can be converted into conveniently-sized portions through proper cutting methods, thereby reducing waste and increasing economy—factors which the homemaker gives serious consideration in her meat purchases.

In the display which shows foods ranking high in the different nutrients—protein, minerals and vitamins—beef heel of round, beef blade pot roast and veal cutlets are exhibited as examples of good sources of protein; beef liver, veal heart and top round steak as good sources of iron; and beef sirloin steak and beef stew as good sources of phosphorus.

The Board's meat exhibits for 1954-55, started on the circuit in July and will be seen at some 50 fairs and livestock expositions throughout the country, including the Tulsa State Fair, Oct. 2-8; Heart O' Texas Fair, Waco, Oct. 2-9; and State

Ful-O-Pep's the brand to help your cows build **sound sturdy calves!**

Give your cows the *added nutritional strength* they need for rugged health, calving condition and milk flow. Feed the quality brand you can rely on . . . Ful-O-Pep! For Ful-O-Pep Range Cubes supply extra amounts of Vitamin A, phosphorus, calcium, and trace minerals to help cows build big, strapping calves.

What's more, the Ful-O-Pep brand is enriched with Betaine Hydrochloride, a new sugar beet product, plus sweet cane molasses to help *stimulate rumen bacteria* promoting more efficient use of dry grass and other roughage.

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Fair of Texas, Dallas, Oct. 9-14. The Board has already had exhibits this year at the Four States Fair in Texarkana and the Tri-State Fair in Amarillo.

The Board has several sets of displays and the same ones are not shown at every fair.

First hand contacts with homemakers from coast to coast have been made possible through the Board's cooking schools which in the past year were attended by nearly 400,000 women in 44 cities. Not only do the women attending these four-day schools learn the preparation of some 45 meat dishes, including a wide variety of beef dishes, they learn many important facts about meat buying, meat storage, and meat and nutrition—subjects which the Board's lecturers discuss during the preparation of the dishes. Special emphasis is given to the use of the less-demanded cuts. They are prepared in attractive ways and the women learn that these cuts are just as nutritious and can be just as appetizing and eye-appealing as the more popular cuts.

The influence of the Board's cooking schools in teaching the beef lesson is not limited to the women attending. Each school is sponsored by a leading daily paper and each paper covers the school from every angle, publishes the recipes which are demonstrated each day and uses some 20 different articles dealing with beef and other meats. Through these newspapers several million women receive stimulating information about beef designed to extend its use in the daily meals.

It is self-evident that the newer knowledge of beef cookery, as brought out in the past two decades or more in the nation's home economics laboratories, has contributed greatly to a better appreciation of the eating qualities of this meat. The manner in which a steak, a roast, or a stew or another beef cut is prepared has much to do with one's appreciation of a beef dish.

Through its cooking schools and through TV and radio programs, as well as through personal appearances before high school and college home economic classes and similar audiences, the Board's staff of home economists and nutrition experts are constantly disseminating the latest, tested facts on all phases of the subject of meat.

The Board has brought the knowledge of beef as a food direct to public attention through all media of communication as already mentioned. It also reaches the public indirectly through its close cooperation with professional groups and educational institutions. One of the Board's regular publications, Food and Nutrition News, goes to some 10,000 key people in the medical, dental, nutrition, and dietetic professions. Moreover, the Board has meat and nutrition exhibits set up at the conventions of such groups as the American Medical Association, American Dietetic Association, American Public Health Association and others.

Textbooks are placed in high schools and colleges in every state; there are meat poster contests, the most recent of which attracted the entry of 20,622 high school students; and there are meat



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judging contests for college and university students. Also, over 2,000,000 copies of a variety of meat publications published by the Board, were distributed in the past year. The Board's two motion pictures—"The Way to a Man's Heart" and "Meat and Romance"—were shown 8,699 times to groups across the country last year. Ten thousand filmstrips teaching meat cookery are seen by 1,210,650 high school students annually; and meat charts produced by the Board are used widely in schools, colleges and by other groups and organizations.

What sort of nutritional information on beef does the Board disseminate and how is it obtained?

Since its organization 31 years ago, the National Live Stock and Meat Board

has sponsored 83 meat and lard research projects at 31 colleges, universities and medical centers. The reason for the emphasis placed on research may be found in the conditions which existed at the time the Board was formed. The public was being bombarded with anti-meat propaganda, and meat was being blamed for various human ailments, including kidney disease, high blood pressure and many others.

People in all branches of the livestock and meat industry were convinced that the charges against meat were untrue, but in surveying the problem found that scientific facts to back their convictions were not available. Little or no research was being done to determine the nutritional value of meat.

The level-headed businessmen who organized the board—livestock growers and feeders, livestock marketing interests, meat packers and meat retailers—had the foresight to see that the answer was in research. In a day when research did not play nearly the prominent role in business planning it does today, these cattlemen and other representatives of the livestock and meat industry decided that research would provide them with the facts—backed by scientific proof—which could swing the country back to meat.

But this research, conducted through Board grants-in-aid, has gone much further than offsetting anti-meat propaganda. It has revealed information on the importance of beef, and other meats, which has startled even those who have felt right along that this was an exceptional food. Some of these findings are really revolutionary and there are many indications that the surface has only been scratched in the tremendous field of meat research.

Based to a large degree on the Board's research, here are some of the facts found out about beef, as well as of other meats:

Beef is a rich source of high quality protein, which builds body tissues as well as resistance to infections. Beef provides important minerals—iron, phosphorus and copper—essential for bone and blood building and for body maintenance. Beef contains trace elements—which function in many body processes; beef is an abundant source of the essential B vitamins, which promote health and well-being and offer protection against deficiency diseases. Beef protects against nutritional anemia. A good source of vitamin B₁₂, it is effective in the treatment of pernicious anemia.

These are only a very few of the facts being made known about beef. Research has shown that it is not only a good food, but an essential food.

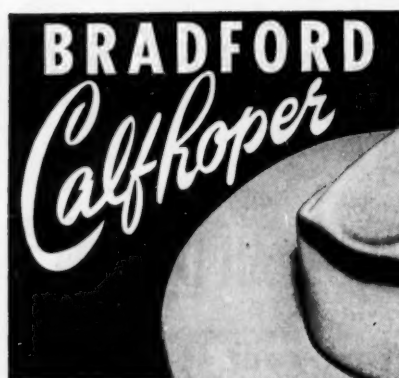
In addition to the fact that beef is high in nutritional value it is distinguished by its appetite appeal. Beef makes the meal more satisfying. It is easily digested. The proteins are 97 per cent digested. Beef is a source of extractives which stimulates the flow of digestive juices. Beef possesses a stick-to-the-ribs quality.

Last year the average value of meat consumed per person in the United States was \$82.10. Of this amount \$57.54 was spent for beef and veal; \$31.85 for pork and \$2.71 for lamb. Last year the average amount spent for meat per person was 5.5 per cent of the personal disposable income—that is, income minus taxes.

Per capita consumption of beef was 39 per cent higher in 1953 than in the 1935-39 period.

* In the 10-year period—1944-1953—the people of this country consumed an average of 9,140,000,600 pounds of beef annually. This was an annual average of 23.3 per cent greater than in the previous 10 years. The annual average gain in our population was 11.3 per cent. On a per capita basis, 5.9 pounds more beef was consumed annually in these past 10 years than in the previous decade.

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In the five year period ending with 1953 beef cattle were slaughtered and processed for beef at the average rate of 53,641 head per day. And during the same five-year period beef was produced at the rate of 9½ tons every 60 seconds.

Cash sales of cattle and calves in 1953 totalled \$4,887,159,000—or an average of about 13.4 million dollars every 24 hours. These sales accounted for 55 cents of every meat dollar. The 1953 beef supply represented 50.1 per cent of the nation's entire meat output for the year. This is in contrast with the previous five years—1948-1952 inclusive—when the average annual beef output was a little over 42 per cent of the total meat output.

Statistics relative to the beef cattle industry tell an impressive story, showing that on January 1, 1954, there were 94 million, 677 thousand cattle and calves on the nation's farms and ranches—the greatest number on record. Of this number 57 million, 90 thousand head were classed as beef cattle, or 60.3 per cent of the total cattle population.

Some idea of the immensity of the beef business can be arrived at by imagining those 57 million, 90 thousand head of cattle arranged four abreast in close formation in a cattle parade. Such a parade would stretch 16,200 miles. If they should move at an average rate of three miles per hour it would require about 7½ months for this array of beef on the hoof to pass a given point.

In five of the 48 states the "all cattle"

population exceeded four million head, being led by Texas and followed by Iowa, Nebraska, Kansas and Wisconsin in that order.

More and more beef is being produced in this country with fewer persons on the land. In the 10-year period ending with 1952, for example, the nation's annual beef supply was approximately 40 per cent greater than the annual output of beef in the preceding 30-year period—1913-1942. During this same 10-year period there were 18 per cent less persons on farms and ranches than in the 30-year period.

These figures are indicative of the ever-increasing efficiency on the part of cattle growers and feeders.

The human population of this country is advancing at the rate of around 2½ million persons annually. This and the fact that our farming and ranching areas are more or less limited, poses the question of the future beef supply. It constitutes a challenge to beef growers and feeders.

But the increasing efficiency which the nation's cattlemen have demonstrated in the past augurs well for the future. Their ability to increase acre-yields of crops, to secure beef cattle gains with less feed per 100 pounds, to reduce losses from insects and diseases, to make proper use of purebred cattle, and to utilize productive management practices,—all indicate that the producers of beef cattle will continue to provide the growing

population with ample supplies of good, nutritious, tasty beef.

Texas, the nation's No. 1 beef cattle state, as well as the other great cattle states of the Southwest, will surely continue to play leading roles in this tremendous project. As individuals and also as members of such progressive organizations as the Texas and Southwestern Cattle Raisers Association, these cattlemen and similar groups throughout the country provide the support and cooperation which makes it possible for the National Live Stock and Meat Board to keep the Story of Beef constantly before the American public.

Arizona Arabian Stallion Champion at Dallas

THE All-Arabian Horse Show sponsored by the Arabian Horse Club of Texas at Dallas September 4-5 attracted entries from a wide area and when judging was completed an out-state entry carried away top honors.

Skorage, owned by Ed Tweed of Scottsdale, Ariz., was named grand champion stallion of the show and Rohanna, a mare owned by Gerald Donoghue of Goliad, Texas, was named reserve grand champion.

In the cutting horse contest held in conjunction with the show, Kazim, owned by R. B. Cowden, Midland, Texas and ridden by Buster Cole, Goldsmith, placed first.

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TESTS SHOW THAT when Dehydrated Alfalfa is added to the feeding program better daily gains are made—and at a less overall feed cost.

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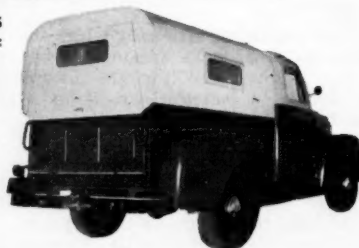
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ROCKS and SHELLS are the other two natural sources of calcium supplement, regardless of brand names under which they are sold, after being crushed for use.

Please read the following quotation from the DIRECTOR of the Texas Feed Control Service, as per his letter dated July 29, 1954.

"There would be no objection on our part to the use of the term 'naturally powdered limestone' by the feed manufacturers on feed labels as suggested by the Texas Carbonate Company since, according to our information on the product they manufacture,

the statement would be true. However, the responsibility would rest with the individual feed manufacturer to make sure that this term is applied only to this type of calcium carrier."

WILL YOU ask your mixed feed and mineral manufacturer to use "CARBOTEX" and the above mentioned designation? That will give you a quality calcium supplement and the truth, as to type used.

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Champions at Central East Texas Fair Named

FOUR breeds of beef cattle were well represented at the Central East Texas Fair and Livestock Exposition held at Marshall September 6-11. The Herefords and Aberdeen-Angus were judged by Jack Smith, manager of Anderson-Tulley Plantation, Yokena, Miss., and the Brahmans and Santa Gertrudis were judged by Joe Froese, county agent of Marshall, Texas.

M. D. Willhite, Dallas, showed both champion Herefords. Plus Blanchard 267th was champion bull and Miss Mixer 247th was champion female. JH Larry Mixer 13th, shown by Tic Tac Toe Ranch, Frost, Texas, was reserve champion bull and New Princess 1st, shown by Van Winkle Ranch, Buffalo, Texas, was reserve champion female.

The senior and grand champion bull in the Aberdeen-Angus division was Shadow Isle Prince Eric 69th, shown by 4-Wynnes Angus Farm, Kaufman, Texas. Seventy-Seven Ranch, Wichita Falls, showed the junior and reserve grand champion, Black Knight of 77. Sondra Lin Stock Farm, Fort Worth, showed the reserve senior champion bull, Blackbird Bardolier of SL, and Prince 63 of Essar, shown by 4-Wynnes was reserve junior champion.

Elaine 4th of Shadow Isle, owned jointly by 4-Wynnes and Byars Royal Oaks Farms, Tyler, Texas, was senior and grand champion female. Blackcap Empress 2nd of Alford, also owned jointly by 4-Wynnes and Byars, was reserve senior and reserve grand champion. Seventy-Seven Ranch had the junior champion and Byars-4-Wynnes had the reserve.

J. D. Hudgins, Hungerford, Texas, was the major winner in the Brahman show principal competition coming from F. R. Jackson, Longview, Texas and Glen Faver, Jasper, Texas. Hudgins had the champion bull and female and the reserve champion female. Faver showed the reserve champion bull.

L. R. Keeth, Marshall, Texas, showed the champion Santa Gertrudis bull and Tom and Ray Cowart, Henderson, Texas, showed the reserve champion. Leo Butter, Longview, Texas, had both female champions.

Texans Fattening More Beef Cattle

(Continued from Page 37)

age or class of cattle from calves to aged cows.

Grain fed at Alledo is usually grain sorghums because of their excellent feed value and the fact that they are produced in quantity in Texas. Corn is available if wanted by the owner of the cattle.

Alledo Feed Lots are open for business all during the year, as is the case with most commercial feeding concerns. More cattle are normally fed in the fall and winter months.

Your brand is your coat of arms, but it is of little use unless it is recorded.

Cattlemen Can Promote Beef

(Continued from Page 36)

of variety. The millions of recipes—mostly ranch-devised and time-tested—which have been distributed throughout the nation in food stores, at women's clubs, fair booths and other gatherings have made a big hit.

And retailers who have welcomed this additional "selling tool" have begged for more and more recipes. The marketmen also welcome any and all beef posters, banners, counter cards, stickers or other point of sale aids.

Some groups have gone into paid advertising on radio and in the press in a limited way. They were able to do so with voluntary contributions or established funds. But in no case was the beef program dependent entirely upon such advertising or are plans being made to continue it on a local basis except in unusual circumstances.

Stockmen generally have found that the press, radio and TV will be cooperative in presenting beef information to their readers or listeners on a public-service basis. However, the editors are justified in expecting the material to be of top quality and of real service to the public.

Most promotion groups established in almost three-fourths of the 48 states are drawing from the existing meat agencies for material. The National Live Stock and Meat Board, the American Meat Institute, Western States Meat Packers Association, other packer and retailer groups and government agencies have furnished usable material at cost or free.

Many groups have prevailed upon an always-cooperative Extension Service to help in distribution of material or in preparation of pamphlets, posters, recipes and booklets. Extension and public utility company home economists have been most helpful in testing recipes and offering aid in preparation of material or presentation of demonstrations or cooking schools.

The vast information facilities of the Extension Service and of the Food Trades Branch of the Agricultural Marketing Service have been utilized heavily in providing beef material to food editors, retail outlets, trade associations and other groups.

Coordination of the overall program has been handled through the information office of the American National Cattlemen's Association.

Ideas are being exchanged, samples of promotion items are being circulated, and scattered efforts are being dove-tailed into an increasingly effective national effort.

The ultimate goal of all local programs is to establish beef promotion on an efficient national basis, concentrating the impact on the masses of consumers in areas not now readily reachable by local stockmen's efforts.

The American National has been working closely with established national groups of retailers and restaurants, major farm groups, processing and dis-

tributing associations and with allied industries.

Much has been learned, and great cooperation has been achieved. Through facilities of these cooperating groups it has been possible to acquaint the thousands of retail outlets for beef with our problems and our objectives and to learn more of their problems so that we can work together in doing a better job through all of the "beef team."

It has been possible to distribute millions of promotion items into areas far removed from grass ranges. It has been possible to work out national publicity programs which capitalize on local ef-

forts—thus making all activities more effective.

The American National's office in Denver is serving as a "clearing house" for promotion material provided either by itself or by other meat promotion agencies.

More than 100,000 special beef stew and hamburger posters are being made available to markets and restaurants through industry information channels or through stockmen who are contacting the local beef outlets.

Restaurants and lunch counters are receiving colorful menu "tip-ons" which emphasize ground beef, stews, short ribs and other thrifty cuts. Distribution is

The CATTLEMAN
SAXXAX Beaver
Natural Color
Brim 3' - 3 1/2" - 3 1/2"

\$20
Post Paid



Look Your BEST in a Fine Ryon Hat

THE CATTLEMAN — 5X Beaver fur felt. Water repellent. Feels smooth, silky, and superbly comfortable. 5 1/2" crown. Satin lined. Cushioned leather inner band. Moisture-proof inner top. **EXPERTLY HAND CREAMED.**

RYON ROPER — Genuine fur felt. DuPont treated to make it highly water repellent and shape retaining. 5 1/4" crown. Satin lined. **EXPERTLY HAND CREAMED.**



RYON ROPER
Silverbally.
Brim 1' 3/4" - 4' and 4' 1/2" - 4' 1/2"

\$10
Post Paid

These hats made exclusively for Ryon Saddle & Ranch Supply by Frank H. Lee Co. of Texas

**SAISFACTION
GUARANTEED**

Ryon

SADDLE & RANCH SUPPLY

DEPT. C-10 LIVESTOCK EXCHANGE BLDG., FORT WORTH 6, TEXAS

Please send me POST PAID the following Ryon hats:

(Quantity) _____	Ryon Ropers @ \$10	Size _____	Brim Width _____
			(3' - 3 1/4" - 3 1/2")
(Quantity) _____	"Cattleman" Hats @ \$20	Size _____	Brim Width _____
			(3 1/2" - 4")
Color _____			
Enclosed is Check or Money Order for \$ _____ (No C.O.D.'s please)			
NAME _____			
ADDRESS _____			
CITY _____ STATE _____			

**ORDER
BY
MAIL**

also through national association channels or by individual cowman contacts.

Two million special labels for the cellophane-wrapped packages of self-service meat departments also are being made available by the American National.

The labels offering tantalizing cooking suggestions are "point-of-sale" inducements to the homemaker to try some of the cuts featured in the fall beef-vegetable campaign.

Incidentally, most pieces of promotion material are featuring the cuts and dishes which most suitably combine beef and vegetables. The stews, pot pies, meat loaves, pot roast-and-vegetables.

Grocers appreciate the tie-in because it gives them a chance to build eye-catching beef and vegetable displays and to more nearly achieve the merchandising goal of selling a "menu" instead of an item.

The American National has sent out nearly 1,000 metal signs to stockmen all over the country. Most have gone to eastern areas which received the heaviest sales promotion on this item. The signs, 20 x 20 inches of sturdy steel, are sold at cost of \$2, including postage, and carry the slogan, "Enjoy BEEF for HEALTH."

With them, a cattleman can easily advertise the product of his "beef factory" right on his roadside frontage.

Many states have begun billboard programs. Several have bought big signs outright in choice locations donated by cooperating stockmen. The signs will

come in handy for years to come in the long-range public relations effort.

Although the American National has mailed more than 500,000 auto window stickers, many states have developed colorful bumper and window stickers. The highways this summer were filled with traveling beef billboards.

The American National has also provided more than 600,000 small envelope and menu stickers bearing the slogan, "Enjoy BEEF for HEALTH."

This has been a report of only the highlights of the beef promotion activities going on daily in most states. It does illustrate one thing:

When a cowman applies himself — there is no drouth of ideas.

Hereford Association Meets in Kansas City Oct. 18

ANOTHER milestone marker will be entered in the history of Herefords in America by breeders over the nation at the annual American Hereford Association banquet in Kansas City October 18.

Included in the schedule for the evening will be the official opening of the beautiful new headquarters building of the Association and the premiere of the new color motion picture entitled, "The Hereford Heritage."

In view of the full evening schedule, Association President J. D. Gay, Jr., of

Pine Grove, Ky., has announced that the annual business meeting will be held at 2 o'clock Monday afternoon in the assembly room of the new headquarters.

The annual banquet will be held at 6:30 p. m. in the Grand Ballroom of the Hotel Muehlebach. The main address of the meeting will be made by Dr. Kenneth McFarland of Topeka, Kans., Hereford breeder and one of the nation's leading scholars and educators.

Among the guests of the evening will be 40 Hereford breeders from Argentina, who will visit Kansas City as part of a national tour of Hereford ranches and livestock shows. The group will be headed by Dr. Juan Andres Inchauspe, president of the Argentina Hereford Association, and Alcides Iglesias, secretary of the Association.

H. Joe Justin Joins Nocona Boot Company Staff

H.JOE JUSTIN, grandson of Joe Justin, who pioneered the boot industry in Texas, has joined the Nocona Boot Company, Nocona, Texas, according to an announcement by Miss Enid Justin, president and general manager of the company. H. Joe Justin has been associated with the boot business in Fort Worth for the past 13 years and is thoroughly acquainted with all problems concerning the production of cowboy boots.

GETTING FAT AT ALEDO



The steers pictured are only a few of the 25,000 cattle we have fed for cattlemen from all parts of the country since we opened up for business three years ago.

Cattle put on weight economically at ALEDO because:

- We buy feed in large quantities and pass the savings on to you.
- We employ the best feeders and cowmen to handle your cattle.
- We are "next door" to a major market.

Write—Wire—Call—We believe we can satisfy you too!

ALEDO FEED LOTS, Inc., ALEDO, TEXAS



THE Quality SALE OF 1954!
CIRCLE A's FALL SALE
SAT., OCT. 30th
SELLING

25

HERD BULL PROSPECTS:
 SONS OF THE 133d

50

TOP FEMALES
 DAUGHTERS OF THE 133d
 & 4th
 30 BRED TO THE 51st
 20 OPEN

THE GOLDEN CROSS —

A DAUGHTER OF THE 133rd BRED TO THE 51st

CA SILVER DOMINO 51st



NOW WE CAN TALK.....

The first crop of calves by CA SILVER DOMINO 51st are now on the ground and they are thick from end to end with depth, style and type. A bull calf by the 51st out of a daughter of the 133rd is the best bull calf in Circle A history. The 51st crossed on daughters of the 133rd could well be the GOLDEN CROSS FOR MODERN HEREFORDS. The evidence is here to see.

NEWS FLASH FROM ILLINOIS STATE FAIR - - - - -

Circle A had Champion Bull, Champion Female, 1st Prize Get of Sire, Premier Breeders Award and Premier Exhibitors Award, all on sons and daughters of Circle A's famous Register of Merit Sire, MW Larry Domino 133rd.

CA LARRY DOMINO 88th
 CHAMPION BULL



CA LARRYETTE 127th
 CHAMPION FEMALE



**Both Champions Sell
 in**

The Quality Sale of 1954
Saturday, Oct. 30th
at Circle A
Morris, Illinois

**BUY A DAUGHTER OF
 THE 133rd BRED TO THE 51st**

IT'S THE GOLDEN CROSS OF MODERN HEREFORDS

Catalogue Free on Request

Write CIRCLE A HEREFORD FARM — Morris, Illinois

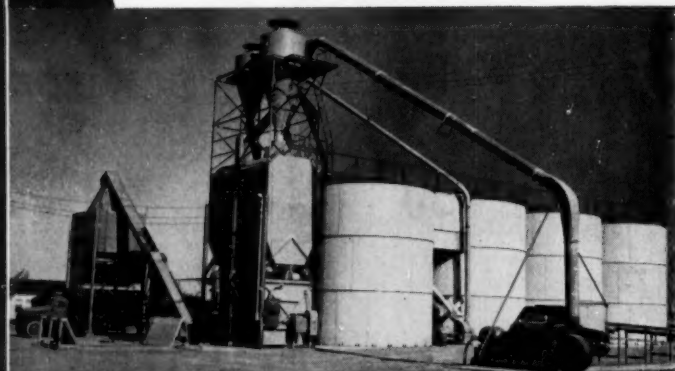
AUCTIONEERS: Fulkerson - Corkle - Marting

1954 **OCTOBER** 1954

SUN	MON	TUE	WED	THU	FRI	SAT
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Circle October 30
for Circle A's
next sale

17 18 19 20 21 22 23
 24 25 26 27 28 29 30



**BUILD TODAY'S PLANT
FOR TOMORROW'S GROWTH**

with the **WILLIAMSON**
FORCED FEED
SYSTEM

Exclusive Williamson designs for scientific feeding plants allow you to build a plant now that is perfectly suited for your present capacity. This same plant can then be enlarged at a future date to any required size without costly loss or replacement of your original equipment. Future growth is more readily assured by the low labor, operating and maintenance costs associated with a Williamson plant. For further information, phone or write John W. Williamson & Sons, Inc., 1545 South Greenwood Ave., Montebello, Calif. Telephone Parkview 8-2121.



WILLIAMSON

ORIGINATORS OF SCIENTIFIC PUSH-BUTTON FORCED FEED SYSTEMS

DESIGNERS AND BUILDERS OF THE WORLD'S LARGEST CAPACITY MIXING PLANT

DEPENDABLE SINCE 1883

Martin's
VETERINARY PREPARATIONS
for complete livestock and poultry care

J. Martin & Sons
INCORPORATED • AUSTIN, TEXAS

AT ALL LEADING DEALERS

STOP *Costly Losses* **RID YOUR CATTLE OF STOCK-PESTS!**

FARNAM CURRI-OILERS
Do it **AUTOMATICALLY!**

Better coverage, better results with Farnam "brush-type", fully-automatic Curri-Oiler! Applies insecticide uniformly. Brushes it in. Knocks stock-pests. Conditions hair and hide. Keeps cattle contented. 20,000 satisfied users!

Accept This **"FREE TRIAL" OFFER**
Try Farnam Curri-Oilers at our risk! Write for Illustrated Literature and "30-Day Trial Plan."

Farnam Co., Dept. 6 **Omaha, Nebr.**

Selling Their Product—Beef

(Continued from Page 33)

There was, literally, no avenue untravelled in carrying the beef story to the public.

In state after state the final returns piled in. "Utah's beef consumption up 47 per cent." "California's per capita consumption almost double national average and still rising." "Your recipes are helping us sell more pot roasts than ever before."

And, of course, the national beef consumption figure continues to soar to new highs.

The American National Cattlemen's Association coordinated the state and local campaigns through its more than 140 affiliated groups.

Ideas and promotion materials, ranging from cook books to menu stickers and from posters to bumper stickers, were exchanged through the American National's Denver office.

Meanwhile the American National continued its efforts to secure the cooperation of all phases of the "beef team" and to inspire stockmen of eastern states to pitch in and help.

All of the existing promotion agencies, all of the major trade associations of grocers, restaurants, food lockers, packers and wholesalers pledged wholehearted support. Major farm groups, the Department of Agriculture, the press, radio and TV, came forward to offer encouragement and assistance.

You see, it was somewhat of a new thing for a basic production unit of our economy to spurn "illogical help," such as supports, and to work hard and sincerely to solve their own problems.

But the other segments of industry and agriculture could see, too, that it was to their benefit, and to the benefit of the entire nation, that beef production not be allowed to falter. A growing nation should not be a hungry nation, and a prosperous cow business is vital to the future.

In meeting after meeting of stockmen and farm leaders of eastern states, it became increasingly obvious that our sincere desire to help ourselves was the biggest factor in securing so much support and encouragement.

This fall there is a major promotion campaign to sell beef and vegetables. It is a direct result of our efforts to help ourselves.

Producers of commercial vegetable crops realized that there would be surpluses of their products this fall. The Department of Agriculture also foresaw this problem.

It was only natural then that the beef producers and the vegetable growers join forces to help move through normal channels these coincidental surpluses.

Because what is more natural than the combination of vegetables and beef in some of the most delicious and nutritious menus known to man—the stews, the pot roasts, the meat loaves, the pot pies so beloved, but somewhat forgotten in this day of steak appetites and little time for "old-fashioned" magic at the table.

Breeders Report Excellent Results from Advertising in The Cattleman.

"The BEST in West Texas"



Herd Bull Prospects

Range Bulls

Top Females

Consigned by Top Breeders

Throughout This Area

SELLING 130 HEREFORDS

15 Pens of 3 Bulls ★ 55 Single Bulls ★ 30 Females

"The BEST in West Texas"

NOVEMBER 29th, ABILENE

These cattle will be shown and sifted
before the sale and only
the tops sell

Roy Arledge
Chairman of Sale Committee

For Catalog, write
Roscoe Turner, Ass't Sec.
1302 Amarillo St.

WEST TEXAS HEREFORD ASS'N ABILENE, TEXAS



Today,
more than ever,
it's essential that livestock
feeders feed known quality protein...

COTTONSEED MEAL or PELLETS

...to produce efficiently and economically.

COTTONSEED MEAL AND CAKE have long established records as the
STANDARD OF QUALITY FOR SUCCESSFUL LIVESTOCK FEEDING.

Order Cottonseed Meal or Pellets
from your Mill or Feed Dealer, Now!

Educational Service
NATIONAL COTTONSEED PRODUCTS ASSN., INC.

618 Wilson Building Dallas 1, Texas



Promoting Cattlemen's Interests

Write for further information



For Three-quarters of a Century
410 East Weatherford, Fort Worth

Millions of promotion pieces—posters, menu tip-ons, point-of-sale labels, recipe cards—are being distributed through the nation's restaurants and food stores. Thousands of pictures and stories are going to the press, radio and TV from the combined promotion agencies of the beef and vegetable industries. Hundreds of "stunts" are being developed in this unique cooperative campaign.

What brought on the momentum for this fall's campaign? Actually it was a handful of men from each industry who sat around a table this summer and agreed that problems and aims were mutual. But they were overwhelmed with the enthusiasm, the driving spirit of the individual cowman, the vegetable grower, the groceryman, the restaurateur—each vowing "we can do the job" and each applying that fabulous "personal contact" that no amount of advertising dollars can buy.

There is no doubt that this momentum will result in spectacular sales of beef and fresh vegetables this fall. Even without that result, the campaign would achieve something never before known in the agricultural field.

And that is the realization that our problems are synonymous, our aims are the same, and that our future lies in working with all others in continuing to make this the best-fed nation in the world.

In the old days, it was not uncommon for organizations of stockmen—yes, and vegetable growers too—to convene and spend most of their time "damning" somebody else. Then back to ranches and farms for another year of struggling to produce the best we knew how.

For instance, the railroads came in for their share of censure. Today, on my desk I have letters from practically every railroad president pledging full support to our efforts to let the public enjoy our product through normal channels. The airlines join them, as do the leaders of every other industry dedicated to the principles which made our nation great.

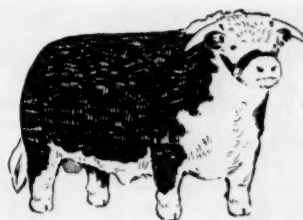
I've said it before, and I'll no doubt say it many times again. There is a "New Day" in the cow business. We are fast beginning to realize that we are not alone, that our friends are many, that our interests are their interests, that we can contribute much to the economical and efficient distribution of our product if only we take the effort and the time to understand.

That, more than anything else, is the major accomplishment of our beef promotion activities.

For many stockmen, another accomplishment might rate just as high. And that would be the feeling of accomplishment—the flexing of muscles and finding them strong and good. The realization that old-fashioned pioneering spirit—the do-it-yourself pride—is not dead. The satisfaction in being able to reverse a tide and know that it can be made to work for the common benefit.

That feeling of accomplishment and pride has reflected itself most spectac-

Buying a herd bull?



Buying replacement females?



Buying range bulls?



WATCH YOUR Ps and Qs!

P - POPULARITY . . . Q - QUALITY . . . POPULAR

bloodlines with abundant Quality—that in a nutshell describes the Herefords at Mill Iron. We'd like for you to know, too, that Mill Iron Herefords have size, bone, yellow color and are uniform in type . . . carrying the dependable bloodlines of Colorado Domino-Mischief Mixer. They're range raised—range conditioned . . . ready to go to work for you. At Mill Iron your selections are made from the world's largest herd of registered Herefords. Make it a point to visit us, soon.

FOR SALE

*Herd bull prospects, bulls
for commercial producers,
top replacement females.*

MILL IRON

**JIM
SANDERS
MGR.**

Hereford Company

**CHILDRESS
TEXAS**

THE WORLD'S LARGEST HERD OF REGISTERED HEREFORDS



larly in the growth and mounting prestige of all stockmen's organizations.

Memberships are soaring, strength for other worthwhile industry activities is growing, meetings are held for over-flow crowds.

In fact, I'm not an old man by any means, but I can well remember some national conventions of cattlemen no better attended than a beef promotion meeting held in Denver early in September.

From more than 25 states, cattlemen had come at their own expense to report on their activities, to exchange ideas, to seek guidance and to chart the future.

One major problem faced them all: how to raise the money? How to raise promotion funds on an equitable basis so that all stockmen, large and small, would have equal incentive and opportunity for participation.

There was no disagreement that the job needed to be done or that the promotion of beef and its by-products must continue for a long, long time on a nation-wide basis.

But the only stumbling block is that of finances. True, the cowman's ingenuity had forged fund programs workable on temporary or local bases.

However, no one program fitted every state. No plan appeared really practical on a national basis.

There is, of course, a solution. It may be so simple that it is escaping us. It

may be so complicated that it will take years to work out.

To that end, the cowmen designated a group of their fellows to spend the remaining months of this year studying all suggestions, exploring all possibilities. They are then to come to the American National's convention in Reno in January with a plan for consideration by the membership.

No matter what their suggestion might be, and no matter what national program is adopted, there is one fact that stands out:

No program will succeed without roots. And those roots—grass roots, if I may coin a phrase—are in the hearts and heads of each and every stockman and CowBelle.

The basis of all organization in our democracy is the individual. And although life is becoming more complicated, the individual has demonstrated, once again, that he can not only raise the grass to raise the cow, but he can, if he "puts his mind to it," sell the beef too.

Keep Leptospirosis Infected Animals Isolated

KEEPING healthy animals away from polluted water is recommended as one of the most important measures in combating leptospi-

rosis, a cattle disease that is causing increasingly grave concern among livestock authorities.

Cattle that have recovered from the disease are carriers of the germ for a time and may contaminate streams, ponds, and other natural water sources, according to Dr. Herbert G. Stoenner of the U. S. Department of Health Education and Welfare.

In a report to the 91st annual convention of the American Veterinary Medical Association in Seattle, Dr. Stoenner said isolation of infected animals may help curb the disease in the early stages of an outbreak.

The effectiveness of vaccines in controlling leptospirosis has not been definitely established, Dr. Stoenner said. Tests in Washington, where he is associated with the state department of agriculture, indicate that vaccines are effective only when administered to the uninfected animals in the early stage of an outbreak or when new animals are added to the herd.

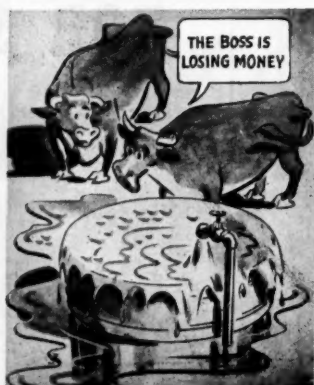
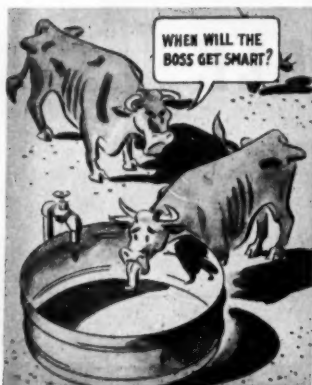
The disease is usually not fatal to cattle but may cause heavy economic losses in abortions, decreased milk production, and weight declines.

The Cattleman—Subscription rates: One year, \$2; three years, \$5; five years, \$8; foreign, one year, \$4.

Bob Everite Cattle Float Assemblies

Maintain the exact water level in your stock troughs...

RUGGED—DEPENDABLE—ECONOMICAL



Designed and built to give long, dependable, trouble-free service.



These Cattle Float Assemblies maintain a constant water level. Flexible swivel float assembly prevents any damage to valve connecting parts. AVAILABLE AT YOUR LOCAL DEALER.

ROBERT Manufacturing Company 9035 Venice Blvd., Los Angeles 34, California

Cattlemen! STOP LOSSES

SULMET®

SULFAMETHAZINE Lederle

SULMET offers many advantages in fighting disease in your herd. At the first sign of disease use it promptly. It will:

- do a better job
- cost less per animal treated
- secure high blood concentrations
- stay in animal's body longer
- build great power without being harmful

SULMET is highly effective against many of the organisms that commonly cause these diseases.

Once a day dosage

Consult your veterinarian for the most effective management practices and disease control procedures. Write for free literature.

LEDERLE LABORATORIES DIVISION

Pearl River

AMERICAN Cyanamid COMPANY

New York



from

SHIPPING FEVER

FOOT ROT

CALF DIPHTHERIA

METRITIS

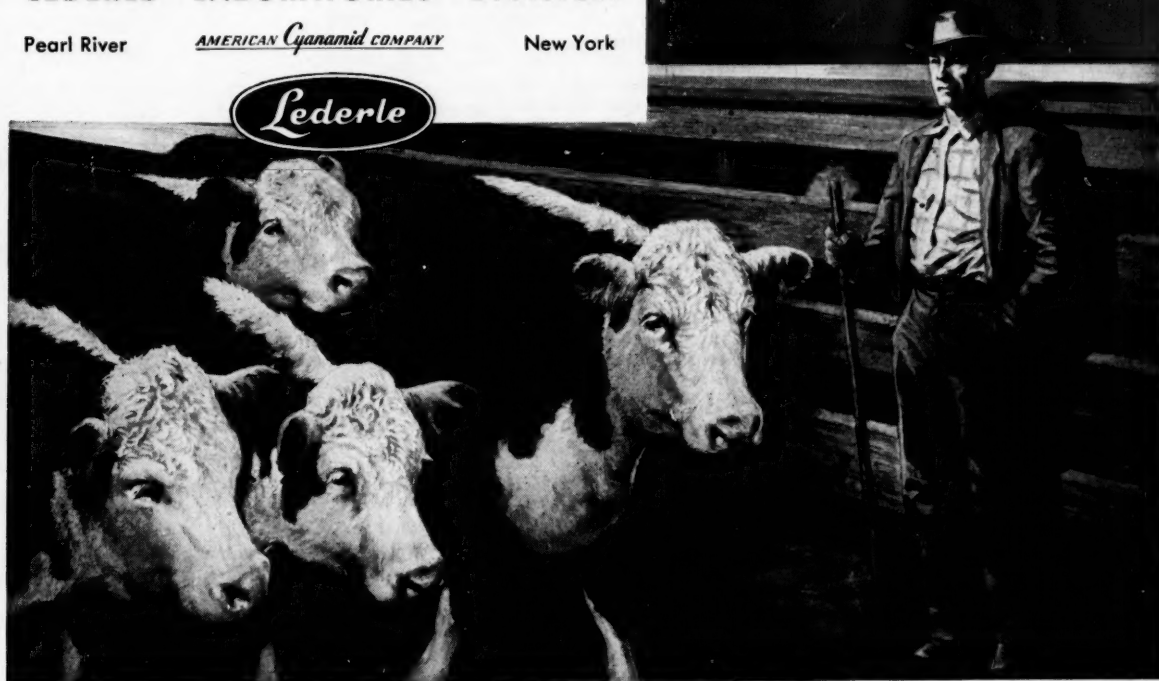
ACUTE MASTITIS

CALF SCOURS

BACILLARY ENTERITIS

OTHER BACTERIAL DISEASES

AND COCCIDIOSIS



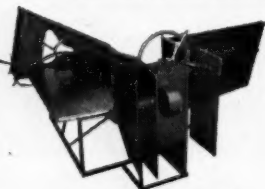
THOMPSON & GILL, Inc.

Livestock Equipment



Improved TECO Cattle Squeeze

New neck lever latch, foot operated, safer and faster. Slatted rear gate causes waiting animal to come in better. Improved safety and ease of operation makes the TECO Squeeze better than ever. New easy-to-load trailer, too.



New Improved TECO Calf Chute

New narrow squeeze bar exposes more of calf's side than ever before. One-pull squeeze and tilt feature. Faster, easier operation throughout. New swinging rear gate saves effort. More compact overall. For years the best, the new TECO Calf Chute is now better than ever!

Distributed by
STONE, INC.
Denver, Fort Worth
Southern Livestock Supply Co.
Nashville, Tenn.

THOMPSON & GILL, Inc.
Madera, California

Please send me complete information on the following TECO ranch and feed lot equipment.

☐ Cattle Squeeze ☐ Calf Chute

Name _____

Address _____

City _____ State _____

Getting Rid of Surpluses

How the U. S. Department of Agriculture Helps Producers
By Stimulating the Demand for Food Products
That Are Plentiful.

ONE of the little known marketing tools used so effectively in recent years by the U. S. Department of Agriculture is the special plentiful foods campaign.

This is a cooperative program between industry and USDA to stimulate demand so that more of the seasonally plentiful foods can be moved through regular trade channels.

For example, cattlemen, vegetable growers and the meat industry have united in a nation-wide campaign to increase the use of beef, potatoes, carrots, onions, turnips and other stew-making vegetables while beef is so plentiful.

They asked USDA for its support in this campaign and got it. And just what does this mean?

First of all it brings authority to the advertising done by the industry.

But there's more to USDA's share in this promotion than psychological support. The work in organizing the campaign is done by the food distribution division of the Agricultural Marketing Service.

First job is to secure the cooperation of national organizations, national magazines, nation-wide radio and television shows and other national groups that can help promote beef and vegetables.

In this area, the work is handled by the southwest food distribution division, 1114 Commerce Street, Dallas, with John J. Slaughter in charge.

Slaughter's office serves as sort of a clearing house for the food trades in these campaigns with three representatives working with food trade groups in every major territory in seven southwest states.

Paul Phillips handles the work in Louisiana, parts of Texas and New Mexico. Thurston Blakely moves around in Oklahoma, Kansas and Colorado. Price Cross knocks on doors in South Texas and Arkansas.

Main task of these representatives is to stimulate wholesalers, retailers, restaurateurs, institutions, chambers of commerce and other organizations to take an active part in the promotion.

For example, in the recent campaign on milk, Jaycees in Fort Worth and Dallas made cash awards to waitresses who suggested milk first as a beverage for lunch. The cash was provided by local dairy associations.

Also, these representatives call on all editors of food trade magazines published in the seven states to sell them on the idea of using campaign pictures for cover sheets and other factual material.

In addition to this behind-the-scenes work with trade groups, the AMS southwest information services prepares spe-

cial material for use in this locality by magazines, daily and weekly newspapers, radio and television stations.

This material is distributed through a regular weekly food news service which AMS has been preparing for more than 10 years. Food page editors, directors of television and radio programs, home economists of public utilities, institutions and other concerns receive this only upon their request.

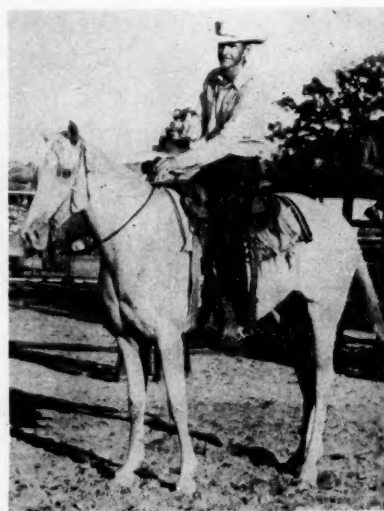
About 200 news outlets in seven southwest states, with a potential audience of more than 10 million people, have requested this food news.

This information supplements what the industry is already doing by providing official facts on how market supplies and prices are running, how they compare with other years, and how the food rates nutritionally.

"These facts carry considerable weight with consumers because they come from official sources," Slaughter points out.

Promotion secured by USDA can not be purchased at any price, but the space and time devoted to its materials by press, radio and television as a public service would cost millions of dollars if it were purchased on a commercial basis.

With this special promotion of beef, the industry and USDA have two objectives in mind: to help stabilize cattle prices when marketings are the heaviest and to stimulate consumer buying of beef.



Trinket Mac, champion reining horse, Jacksboro Quarter Horse show, owned by Glenn McWhorter, Throckmorton, Texas. Cathey photo.

SOUTH TEXAS HEREFORD ASSOCIATION

18th ANNUAL FALL SHOW and SALE

BEEVILLE, TEXAS

SHOW—NOVEMBER 8

SELLING 241 HEAD TUES., NOV. 9th

(224 Head selling in pen lots • 17 Head of single lots)

The South Texas Hereford Association's fall show and sale is scheduled for November 7, 8 and 9, 1954. The fitted cattle will be placed and the order of sale determined at 2 P. M., Sunday, November 7. Trophies will be awarded to the Champions and Reserve Champions and ribbons will be awarded to the place animals in each class. The open fitted show will be Monday morning and the pen show Monday afternoon, November 8. The sale is scheduled for Tuesday, November 9.

The Beeville show has been designated as the Texas Hereford Association State Hereford Show for 1954 and Register of Merit points will be awarded on the basis of 5 points for 1st place, 4 for 2d, etc., down to 5th place. A total of \$2,300 will be paid as premiums.

Consignors

Aldrich Hereford Farm.....	Pearsall	T. B. Jones.....	Beeville	Kay Russell.....	Beeville
R. C. Ammann, Jr.....	Austin	Loma Ranch.....	San Antonio	Floyd Scull & Son.....	Edroy
W. R. Anderson.....	Agua Dulce	Lucas & Webb.....	Berclair	Coman Shear.....	Alice
A. S. Billings, Sr.....	Nixon	R. P. Lucas Estate.....	Berclair	Stanton's Hereford Ranch.....	Johnson City
Blanco Hereford Farm.....	Blanco	Dr. and Mrs. Scott E. McNeill.....	Beeville	Leonard Smith.....	George West
Ross Boothe.....	Gonzales	T. Vonelle Markussen & Lucas & Webb.....		Sid Smith.....	Beeville
Reeves Brown.....	Mathis		Berclair	Straus Medina Hereford Ranch.....	
L. N. Connally.....	Beeville	Charles Moscatelli.....	Victoria		San Antonio
Conally Hereford Ranch.....	Floresville	H. A. Nance.....	Nixon	Ralph L. Tschirhart.....	Castroville
Fair Oaks Ranch.....	Boerne	J. D. Ridgeway.....	Beeville	Thornton Hereford Ranch.....	Boerne
Richard E. Haas.....	Buda	W. H. Range.....	Beeville	M. A. Walker.....	Waco
T. H. Head.....	Beeville	R. J. Roeder & Son.....	Yorktown	Mr. and Mrs. R. S. Welch.....	Berclair
Heep Hereford Ranch.....	Buda	R. J. Roeder, Jr.....	Yorktown	Jack Wilson.....	Berclair

JUDGES AND AUCTIONEERS: Mr. Frank Newsom, County Agent, Alpine, Texas, will judge the fitted show.

Three judges composed of Messrs. J. H. Hinnant, Refugio; W. M. Borchers, Yoakum, and W. B. Barret, Comanche, will judge the pen classes.

Mr. Barret will also judge the fitted sale cattle.

The National Auction Company, Fort Worth, Texas, will conduct the sale.

SOUTH TEXAS HEREFORD ASSOCIATION BEEVILLE, TEXAS

R. N. (BOB) WEBB
President

LINCOLN BORGLUM
1st Vice President

COMAN SHEAR
2nd Vice President

EDWARD M. NEAL
Secretary-Treasurer



Roy R. Largent & Sons

Opportunity to reap the fruits of



240

HEAD

Owned jointly with W. J. Largent
& Son, Merkel, Texas

OUR INTEREST SELLS

8 SONS SELL—

including young prospects

6 GRANDSONS SELL

29 DAUGHTERS SELL

34 GRANDDAUGHTERS SELL

HIS SERVICE SELLS

20 BULLS

180 FEMALES

20 Bulls—including 4 herd bulls.

180 Females—40 cows with calves at side.

60 Bred cows to calve in spring.

40 Bred heifers to calve in spring.

40 Open heifers

Our select cow herd has contributed to
the great records made by these Reg-
ister of Merit Sires.



Roy R. Largent & Sons, LS Herefords

ROY R. LARGENT & SONS, MERKEL, TEXAS

HIGHEST

Register of Merit Sire of All Time

This great sire has achieved one of the truly great goals in the Hereford industry... Register of Merit Sire of all time... His sons and daughters... the show ring, but in the business world... of his sons, Publican... Domino 160th are... other of his sons, Publican... responsible for the extraordinary record made by... choice Ranch, Hereford... last season and all... We have top sons and... and you can select... feel will do well for you... you with us for our sale.

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LS Herefords Dispersal

a lifetime of progressive breeding

200
LOTS



Owned jointly with Field Land
& Cattle Co., Gunnison, Colo.

OUR INTEREST SELLS

35 SONS SELL—

including young prospects

60 DAUGHTERS SELL

HIS SERVICE SELLS

200 LOTS

16 Herd bull prospects.

4 Herd sires.

40 Cows with calves at side.

60 Bred cows to calve in the spring.

40 Bred heifers to calve in the spring.

40 Open heifers.

The majority of cattle are by
Register of Merit Sires.



Dispersion, December 3, Merkel, Texas

W. T. SADLER, M. D., GRENVILLE, N. M.

Servis

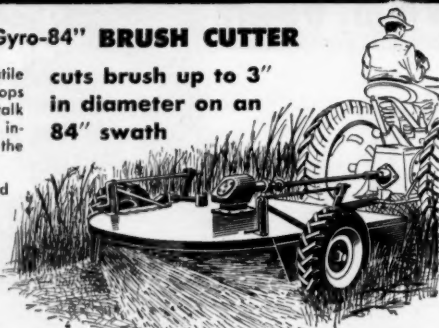
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Servis "Gyro-84" BRUSH CUTTER

The "GYRO-84" is a versatile rotary cutter for clearing crops or thickets, pasture control, stalk shredding, soil building and insect control...all through the year.

Minimum power required because of great blade momentum... V-shaped blade carrier and shear pin prevent stump damage. Smooth, steady cutting performance even in the roughest conditions. (Extra optional set of blades available for finer pulverization.)

**cuts brush up to 3"
in diameter on an
84" swath**



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| <input type="checkbox"/> Model "F" (3 pt. lift) Whirlwind | <input type="checkbox"/> "Sur-Stan" Press Wheel | (1 9 & W 9; Moline GTB) |
| <input type="checkbox"/> Gyro 84 and 57 Brush Cutters | <input type="checkbox"/> 3-Way Ditcher-Terracer Blade | <input type="checkbox"/> Dump Type Rake |
| <input type="checkbox"/> Pull Type Stalk Shredder | <input type="checkbox"/> No. 7 Angledozer (Row Crop Tractors) | <input type="checkbox"/> Lion "W" Loader |
| <input type="checkbox"/> Lift Type Stalk Shredder | <input type="checkbox"/> Barry Heavy Duty Ditcher (Row Crop Tractors) | <input type="checkbox"/> "Force-Feed" Fertilizers |
| <input type="checkbox"/> Zig-Zag Pulvi-Packer and Seeder | | <input type="checkbox"/> Hudson Automatic Row Marker |
| <input type="checkbox"/> Double Deck Soil Builder | | <input type="checkbox"/> Wheeled Scraper (1 and 2 yds.) |

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CATTLE RAISERS
ASSOCIATION
POSTED

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410 East Weatherford, Fort Worth

Beef More Tender After Fattening

ASK almost any meat-eater to make a choice between beef from a thin steer and beef from a steer that has been fattened. Chances are, he'll choose the fattened beef. Recent Experiment Station tests at the University of Wisconsin now show that there actually is a difference.

A machine that tests meat tenderness shows that the lean meat from a fed steer is more tender than meat from the same steer before feeding. Other tests show that there's more fat in the muscles of a fed steer, and less moisture.

To get this information, G. D. Wilson, P. H. Phillips, and R. W. Bray analyzed the muscle tissues of sixteen commercial grade feeder steers, before and after a four-month feeding period. Before the feeding period they removed a very small portion of a muscle that lies close to the skin, then analyzed that muscle in various ways. After the feeding period, the steers were slaughtered and the researchers made the same kind of tests on the same muscle (semimembranosus).

The percentage of fat in this particular muscle increased from 1.49 per cent to 2.63 per cent during the four months of feeding. The tenderness improved, according to the test used, and the percentage of moisture decreased from 75.70 per cent to 74.97 per cent. All these changes were statistically significant. There was no significant change in the amount of white connective tissue (collagen) in the muscle, but there seemed to be some increase in the amount of yellow connective tissue (elastin).

These researchers also applied the tests to samples of meat from the eye of the rib of 88 beef animals of different grades and ages. They found that age had a greater effect than grade on the characteristics of meat which were measured.

For instance, the amount of fat in veal muscle averaged .57 per cent, while it averaged 6.49 per cent in steer muscle, and 3.39 per cent in the muscles from aged cows. The moisture content of veal muscle was 77.09 per cent, compared to 71.34 per cent for steer muscle and 74.38 per cent for cow muscle.

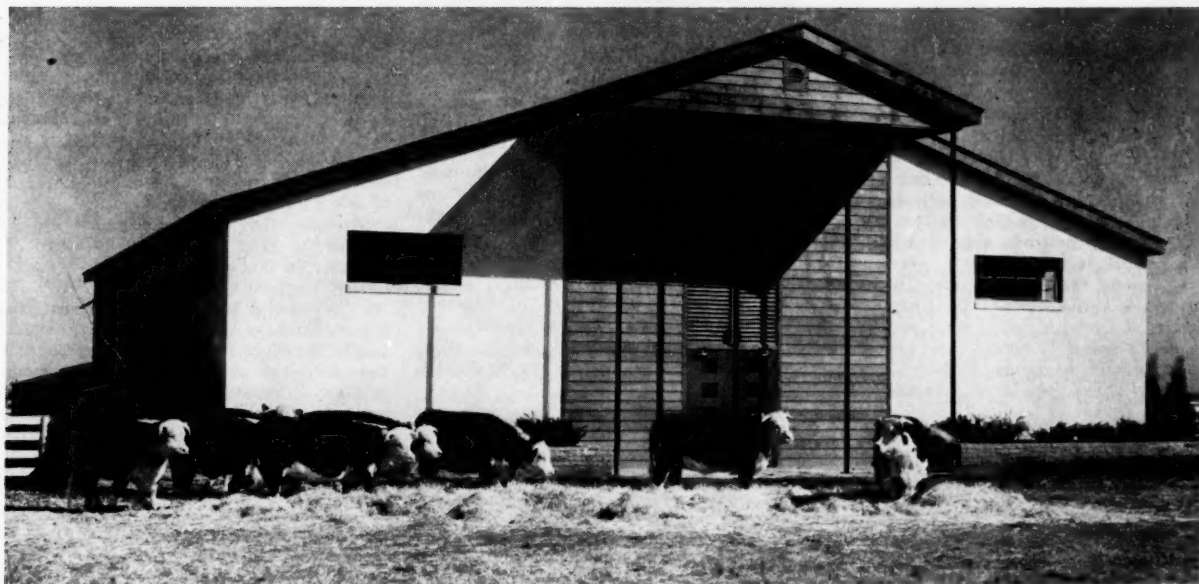
Veal muscle also had more connective tissue. The percentage of white connective tissue was 3.43 per cent for veal, 2.14 per cent for steers, and 2.10 per cent for cows. The percentages of yellow connective tissue were 1.19 per cent, .59 per cent, and .56 per cent for veal, steers, and cows, respectively. There were very few important differences in these measurements between the different grades in each age group.

An important contribution of this study was a standardized method of obtaining and testing these muscle samples. The findings will help other researchers in studying meat quality.

The Cattleman—Subscription rates: One year, \$2; three years, \$5; five years, \$8; foreign, one year, \$4.

Announcement

DISPERSAL SALE November 22 and 23



The sale will be held in our new comfortable sale barn.

DUE TO DROUTH CONDITIONS we have decided to disperse our herd of registered Herefords. At this time there will be approximately 400 lots to sell. Our cow herd is about 75% Hazlett and Banning-Lewis breeding. Our herd sires are three sons of Baca R Domino 33d, two sons of Real Silver Domino 44th, and our junior herd sire is a grandson of Turner's Zato Heir out of a Hazlett cow. Our herd sires are proven and are some of the best individuals of the breed.

We have 25 daughters of Lionel Tone, straight bred Hazlett bull, that will sell in this sale. We have daughters and granddaughters of HT Tone. We have granddaughters of the "81st," that are by Cracaldo Rupert, full brother to Turner's Tcaldo Rupert. We think this is the finest group of females ever offered in Oklahoma. This is the kind of cattle you can get only in a dispersal sale. Every cow on our ranch is there for a reason, and every cow is a producer. If you need a few replacement cows or want to add some good cows to your herd, you can not afford to miss this sale on November 22nd and 23rd.

AUCTIONEERS:

Col. Jewett Fulkerson
Col. Gene Watson
Col. Bill Heldenbrand

R. D. CRAVENS RANCH

Home of Fine Herefords

For catalog write our office, 815 Cravens Building, Oklahoma City, Oklahoma.
Location of Ranch: 15 miles north of downtown Oklahoma City, on State Highway 74.

OUR ENTIRE BREEDING HERD WILL BE SOLD EXCEPT 90 RANGE BULLS THAT WILL BE SOLD
MARCH 10, 1955, IN OUR ANNUAL RANGE BULL SALE.

Hereford Transactions

Twenty Hereford bulls have been sold by R. L. Cocanougher, Hereford, Texas, to Ralph McWhorter, Eunice, N. Mex.

W. B. Barret, Comanche, Texas, sold 10 Hereford heifers to A. M. Warren, Canyon, Texas.

Two Hereford cows and three heifers were sold to M. C. Sharp, Scurry, Texas, by J. S. Wyatt, also of Scurry.

A. M. Warren, Canyon, Texas, purchased 10 Hereford heifers from R. L. Cocanougher, Hereford, Texas.

Four Hereford bulls and a heifer have been purchased from W. F. & Wylie Hudman of Lubbock, Texas, by W. B. Price, also of Lubbock.

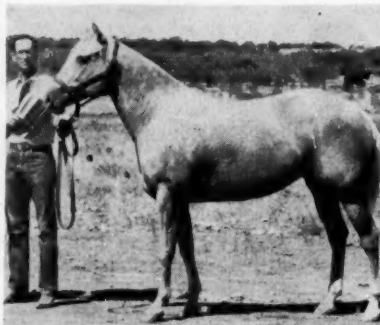
T. Wade Hedrick, Abilene, Texas, sold five Hereford cows and a heifer to Jack Goforth, Fort Worth, Texas.

Arthur Adams, Albany, Texas, is the new owner of a Hereford bull, 44 cows and three heifers which he purchased from John H. Sedwick, also of Albany.

H. A. Bode, Brownfield, Texas, recently made the sale of nine Hereford cows and three heifers to Charles L. Wright of Brownwood, Texas.

Twenty-seven Hereford heifers were reported sold to Louis & Tom Conrad, Vincent, Texas, by R. S. Waring, San Angelo, Texas.

Thornton Hereford Ranch, Boerne, Texas, has sold six Hereford bulls, 41 cows, and seven heifers to Catto-Gage Ranch, San Antonio, Texas.



Flo Silvertone, champion mare, Jacksboro Quarter Horse show, owned by R. L. Underwood, Wichita Falls, Texas. Cathey photo.

Stanton's Hereford Ranch, Johnson City, Texas, recently made the purchase of eight Hereford bulls and nine heifers from C. L. Browning, Jr., San Antonio, Texas.

W. S. Young & Son, Memphis, Texas, sold five Hereford heifers to Delmarg Hereford Farms, Amarillo, Texas.

Royce M. Pember, Portales, N. Mex., sold 12 Hereford heifers to Stokes & Mudgett, Sudan, Texas.

Finis Hunter, Hereford, Texas, recently sold 25 Polled Hereford yearling heifers to R. F. Chambers of Oskaloosa, Ia., and two bull calves to Ray Van Henkleson of New Sharon, Ia.

Parasitism In Cattle Growing In Southeast

PARASITISM in cattle in the southeastern states has grown to astonishing proportions with some cows harboring over a million stomach parasites each, the American Veterinary Medical Association's committee on Parasitology reported at the national convention in Seattle.

"Workers report that approximately 5 per cent of 1,900 animals on 10 Georgia farms died of parasitism in slightly over a year."

Chief factors cited as being responsible for the condition are: (1) poor management, (2) greater susceptibility of cattle imported from other geographical areas, and (3) ineffectiveness of commonly-used parasite remedies against some parasites and the immature stages of other parasites involved.

The fact that the lowly ant is an intermediate host to a deadly enemy of livestock in this country was also brought out by the committee's report.

"The second intermediate host of the lancet fluke is the ant," the committee said. "Workers found 31 per cent of the ants collected at two different locations in New York state to be infected. The cottontail rabbit may also serve as a definitive host reservoir. Warning is given that ruminant flukes may spread to wide areas if research does not reveal more efficient control methods."

T. H. Foxall Sees Future in Feeding Out More Cattle in Texas

DECATUR, TEXAS—"I see a bright future for us Texas ranchers to finish out our own calves," T. H. Foxall said. And Foxall is doing just that!

Foxall, who has been in the cattle business all his life, runs about 100 cows on his Wise County farm. He raises grain, and normally puts up some silage to use with Purina Steer Fatena in the feedlot. He markets slaughter calves in Ft. Worth weighing between 750-800 lbs.

"I find a ready market for this type beef, and it's the best way I know to sell my grain.

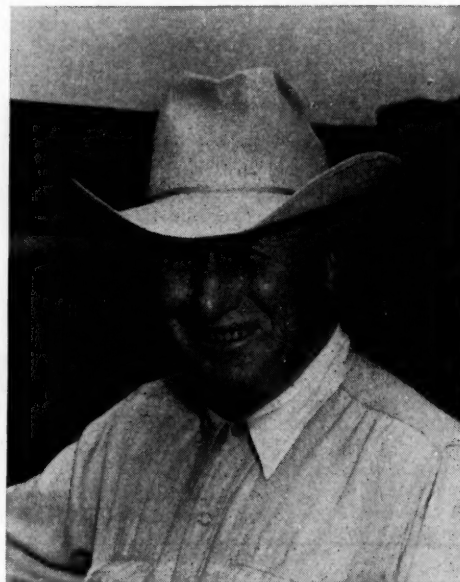
"In my estimation there's nothing that beats Purina Steer Fatena for fattening cattle. It really puts the pounds on and makes my grain

and roughage go farther, too," he explained.

"Creep feeding really works out fine for me," he continued. "It gets calves off to a fast start, and I go right on to the lot with 'em. They already know how to eat and go right on feed."

Foxall feeds Purina Range Checkers to his cow herd. "I've found Range Checkers far superior to cottonseed cake," he pointed out. "I can always tell the difference between my cattle on Checkers and other cattle on cottonseed cake.

"This past spring I got a 100% calf crop with Purina Range Checkers. My cows carry good flesh, calve easy and have a good milk flow. I've fed Purina for 29 years, so I must be satisfied."



RALSTON PURINA COMPANY

Ft. Worth ★ Lubbock ★ Amarillo



New Johnson Grass Hybrid May Help Solve South Texas Feed Problem

Grass Tested In Southwest Research Center's San Antonio Nursery Will Flourish In Areas That Have Little Water

A NEW Johnson Grass hybrid now being tested by Southwest Research Center's agricultural division may help drouth-stricken South Texas ranchers solve some of their range feed problems.

"The grass will apparently flourish in areas that have little water," said Dr. Charles L. Shrewsbury, associate director of Southwest Research Center's Foundation for Research and Education. "It produces more tonnage than anything else we know of, and can either be grazed or cut and used as silage or dry feed."

The grass has been tested in Southwest Research Center's San Antonio nursery. The Foundation's agricultural research is aimed at developing better forage for the Southwest and it has established grass nurseries over Texas to test out new grasses and see how they are suited to the area. One nursery is located near San Antonio, one near Dallas, two on the King Ranch, and a new one has recently

been opened in the Brownsville area.

The Johnson Grass hybrid tested is a perennial sorghum, *Sorghum Almum*, and originally came from Argentina. It is a natural hybrid of Johnson Grass (*Sorghum Halepense*) and Sudan Grass (*Sorghum Vulgare*).

The crop has the tall, luxuriant growth characteristic of Sudan combined with the perennial growth of Johnson Grass. In addition, it does not have the undesirable spreading of underground roots that Johnson Grass does, Dr. Shrewsbury said.

"The grass has one drawback," he continued. "Like other sorghums, it produces prussic acid in the early growing stages. Livestock should not be allowed to graze it until it is 15 or 16 inches high. It is more desirable as a forage than a grass since it is poisonous during the first 10 days of its growth."

The grass was first tried out in Georgia and Southwest Research Center scien-

tists obtained a small packet of the seed from Prof. S. H. Morrison of the Georgia Agricultural Experiment Station. Scientists planted the small amount of seed in about six 20 foot rows last April 1.

It was watered by sprinkler at the time of planting and has not been watered since. During April the rainfall measured 1.89 inches and there was 3.1 inches of rain in May. From January to April was a very dry period in the San Antonio area with only 1.21 inches of rain in the three-month period.

However, the seed germinated very fast and growth of the grass has been unusually rapid since, Dr. Shrewsbury reported. Other grasses in Southwest Research Center's San Antonio nursery have not shown nearly the vigor and growth under the same conditions.

"The grass is excellent in color," Dr. Shrewsbury said. "It is tender rather than woody and is palatable to both horses and cattle. It is also producing a great deal of seed which will be saved."

"At the time of checking in July it was about 6 feet as compared to 4 feet 8 inches for common Johnson Grass growing nearby. Three feet of one row was clipped and this produced five and one-fourth pounds of green forage as compared to three and three-fourths pounds for the common Johnson Grass. Prof. Morrison reported that the Johnson hybrid yielded from 10 to 15 tons per acre of green forage the first year and more the second.

Thurman Walker Decided to Raise Herefords When Only 15 Years Old

LAMPASAS, TEXAS—"I saw some Herefords at the Dallas Fair when I was only 15," Thurman Walker recalled, "and I told Dad right there that I was going to raise them some day."

And not long afterward, in 1919, Thurman and his father started their registered Hereford herd. Two years later they bought Mischief G 7th, a grandson of old Beau Mischief. "This was our first good bull," Thurman explained.

This was more than 30 years ago, and as Thurman put it, "I've been trying to make 'em better ever since. Through the years I've improved my herd by keeping only those animals with the right characteristics."

Today Walker's senior herd sire is Suncrest Royal, in which he has a half interest. This bull has six Register of Merit animals in a four-generation pedigree.

Thurman has been feeding Purina for more than 5 years. "I think Purina is a good feed," he said. "I used Purina Range Breeder Checkers during the drouth, and I've gotten good calves, and the cows breed right back."

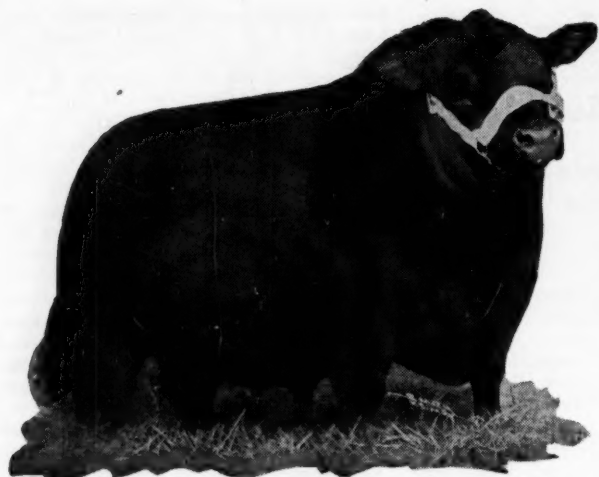
"Cows don't burn out on Checkers like they do on cottonseed cake and some other feeds," he continued. This veteran cattleman conditions sale cattle on Purina Beef Chow and Omolene. Walker has breeding stock for sale.



RALSTON PURINA COMPANY

Ft. Worth ★ Lubbock ★ Amarillo





BLACK KNIGHT 20 of AV, a great show bull that won all over the nation in 1952. A: 1954 State Fairs, his get is proving his prepotency, winning 1st in Get-of-Sire at Indiana and Wisconsin; 2nd at Illinois; 5th at Iowa, and standing high in individual classes. He is the bull they are all talking about.

10 Top Prospective Herd Sires by Black Knight 20 of AV. They are an outstanding group of fancy headed, thick, deep bodied, heavy quartered bulls. This is an opportunity to purchase a son of Black Knight 20 and solve your herd bull problem.

Our 10 daughters of Black Knight 20 of AV; 5 of Brook Prince and 9 of Brook Erica's Boy 2 are the greatest set of females we have ever offered in quality, conformation and from our top producing cows, carrying the service of Brook Prince 27; Brook Boy 563 or Black Knight 20 of AV.

Auctioneers:

Ray Sims & Paul Good

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Selling BRADY,
60 Head NOVEMBER



BROOK PRINCE, our own son of Prince Sunbeam 29 and out of our great tribe of Queen Mothers. He has sired most of our show cattle the past four years and two of his daughters sell direct from the show herd.

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MEREDITH CARSON
Foreman

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CLARE COUNTRYMAN
Herdsman

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PRODUCTION SALE

TEXAS 12 Bulls
8, 1954 48 Females



PRINCE SUNBEAM 505 has produced some of our outstanding show cattle, siring the 1953 champion heifer at the State Angus Show in Waco. We are selling one bull and four heifers sired by him.

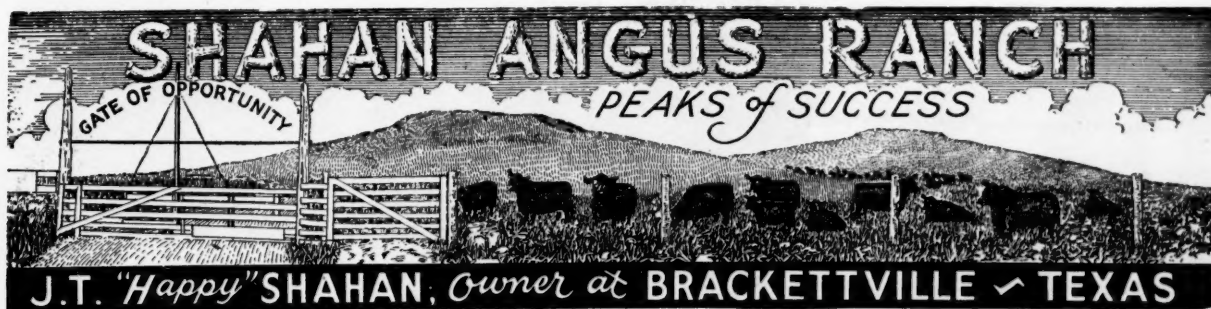
R.L.S. PRINCE ERIC 16—three daughters will be offered, being granddaughters of Prince Eric of Sunbeam, the deceased \$100,000 bull. This bull has been one of our best producing bulls, carrying the top breeding program at our ranch.

A grandson of Master Prince 2 of Essar and out of a Barbarosa cow, a show and herd bull prospect with quality from head to foot. Also a top son of Prince Sunbeam 505 that will make a show bull for the spring circuit and a herd sire.

Fancy open females to breed to your choice of herd bulls. They are a uniform, outstanding set of heifers from our own production, including a Blackcap Bessie, Juana Erica, K. Pride, Johnston Annie, Eline Erica, Elba and Second Branch Blackbird, sired by R.L.S. Prince Eric 16 and Prince Sunbeam 505. You will like them all.

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Top quality calves such as these belonging to Jack Frost Ranches are typical of feeder calves produced for feeders in the Corn Belt.

Texas Cattlemen Supplying Feeders With Top Quality Hereford Cattle

Many Whiteface Calves From Lone Star State Are Pastured In Oklahoma and Kansas Before Going to Corn Belt For Finishing

IN RECENT months the Texas beef industry has taken a new look at the problem of an oversupply of beef and efforts are being made by producers and others interested in the cattle business to increase the consumption of beef, whereby it is hoped that better prices will result.

One of the things that Texas ranchers believe will stimulate consumer demand for beef is the production of better quality meat that will help get a larger portion of the consumer's grocery dollar.

Cattlemen in Texas who raise Hereford cattle, which are the most numerous of any breed in the state, are helping

the efforts of other beef producers here and in other parts of the United States, by supplying top quality cattle which eventually find their way to the dinner table of the consuming public.

Texas has long been noted for the large numbers of excellent quality Hereford feeder calves it produces each year. Many of these calves are pastured in Oklahoma and Kansas before going into the lots of Corn Belt feeders who put the final finish on them before they go to the kitchen as steaks, roasts and other forms of delicious meat.

Most of the larger commercial ranchers in Texas raise Hereford cattle. Many



Cows and calves owned by W. T. Bonner of Gainesville show the quality that commercial ranchers in Texas are breeding into their herds.

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MINERALS-VITAMINS**

IF YOU OWN LIVESTOCK — YOU NEED VIT-A-WAY

Developed and proven through actual field research, the New-Improved VIT-A-WAY now offers greater benefits to all livestock feeding programs. Its accepted usage—with such amazing results—under almost every economic and weather variation, leaves no doubt that the soundest and most economical way to cope with modern day feeding problems is the VIT-A-WAY.

Now, recent improvements and revisions in its special processing*, premixing and blending, have resulted in an intensification of the effectiveness of VIT-A-WAY, both as a direct source of Mineral-Vitamin Balance, and also as a more positive method of securing optimum production results from every pound of feed fed.

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On the range — in the feed lot
— in the barn



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of them have created a market for their cattle direct to northern feeders because of the consistent high quality of the Herefords they produce. Corn Belt feeders in many cases have been buying cattle from individual ranchers for many years, because the quality of the feeder calves they produce has been proven many times in the feed lot.

Highland Herefords from the Davis Mountain area in far West Texas, have long been famous for their quality. Years ago breeders from this area shipped their feeder calves direct to the Corn Belt and sold them after they arrived in the feeding areas.

The cow herds of Texas Hereford breeders today have more quality than ever before. This is a result of the use of better sires from the state's registered herds and a more careful culling program for females in the breeding herds. Registered Hereford breeders, as well as the commercial ranchers, have also improved the quality of their production by following breeding programs designed to produce better beef at less cost.

Vaccine For Blue Tongue

DEVELOPMENT of a vaccine which affords sheep a high degree of protection against a serious disease known as "blue tongue" was reported at the 91st annual convention of the American Veterinary Medical Association in Seattle.

The vaccine has been approved and released in California and other western states where the disease is prevalent, according to a report prepared by Drs. Blaine McGowan and D. G. McKercher.

Blue tongue has been described as the most serious threat ever faced by western sheep raisers. Losses include not only dead animals but also weight declines and poor wool quality in survivors. It is spread by a species of gnat found throughout the West. The disease has caused many sheep raisers to leave the industry until effective control measures are developed.

In extensive field trials, more than 90 per cent of sheep treated with the new vaccine showed little or no reaction when subjected to the blue tongue virus six weeks after vaccination. More than 70 per cent of the unvaccinated group showed severe to moderate reactions.

Woodward Field Day Wednesday October 13

THE 18th Annual Range Improvement Field Day will be held October 13, at the U. S. Southern Great Plains Field Station, Woodward, Okla. The forenoon will be given over to a program in the City Hall at Woodward where short talks, illustrated by colored slides, will be made by each member of the Station staff. Featured speakers will include B. W. Allred, range management expert and noted technical author with the Soil Conservation Service in Wash-

ington; and Jerry Sotola, associate director with Armour and Company, Chicago. A. P. "Red" Atkins will be chairman of a panel of northwest Oklahoma ranchers who will discuss their own range improvement programs.

The remainder of the morning will feature a self-conducted tour of more than 40 field research points of interest and educational value.

A barbecue luncheon will be served at noon under the large cottonwood trees on the experimental range north of Fort Supply, Okla.

The afternoon will be devoted to an intensive tour of the many experimental pastures to see the results of brush control, grazing management, reseeding and the effects of the current drouth on these ranges.

A feature of the afternoon program will be an inspection of steers, cows and calves fed different supplemental rations on grass. Included in this group will be one lot of steers fed guar, the new summer legume being grown in Texas and Oklahoma.

The general public is invited to join in the Field Day festivities.

The Cattleman

Established 1914

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PUBLISHED BY CATTLEMEN

READ BY CATTLEMEN

Eighth Annual

Fall Sale

QUALITY

HEREFORDS

WEDNESDAY

OCTOBER

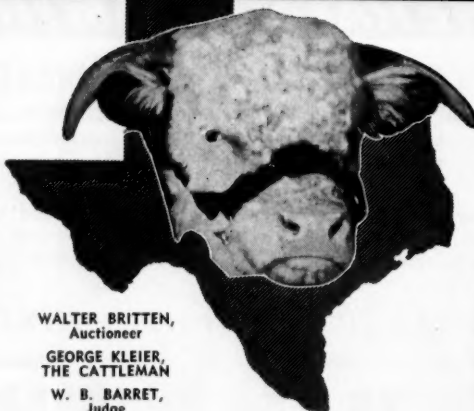
27th

SELLING
82 HEAD

70 BULLS - 12 FEMALES

There will be 26 bulls 18 mo. old or older, also 6 pens of 3 bulls and one pen of heifers in this sale.

HILL COUNTRY ANNUAL HEREFORD SALE



WALTER BRITTEN,
Auctioneer

GEORGE KLEIER,
THE CATTLEMAN

W. B. BARRET,
Judge

CONSIGNORS

JOHN W. ARHELGER
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EWALD BEHRENS
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CLARENCE CRENNWELGE
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PERRY PRIESS	Mason
SAWYER HEREFORD RANCH	Cherokee
SCHMIDT HEREFORD RANCH	Fredericksburg
ED STEIN	Mason
ROY WEINHEIMER	Stonewall
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DR. H. A. WIMBERLY	San Angelo

HILL COUNTRY HEREFORD ASSN.

E. S. HYMAN, Secretary

MASON, TEXAS



POLLED



HORNED

NOV. 4 HEREFORD SALE



43 BULLS

12 HEIFERS

LIST OF CONSIGNORS

- Bassel Hereford Farms
- Gay Willow Farms
- Hereford Hills Ranch
- J. O. Hood & Son
- Ryan M. Howard
- Lazy E Ranch

- Lester Ihms
- Herbert Jacob
- Emil Kerlin
- C. A. McAden
- N. A. Mason & Son
- O J Ranch

- Atlan Pfluger
- P. G. Skinner
- Earl P. Smith
- Stanton's Hereford Ranch
- Texas Hereford Ranch
- J. W. Wade & Son

JUDGING AT 10 A. M. SALE 1 P. M.
AUSTIN COLISEUM

for Catalogue:
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Austin, Texas

NOV. 4th.

Auctioneer:
Walter Britten

TR ZATO MISCHIEF ... \$50,000

We are pleased to announce the sale of a half-interest in TR ZATO MISCHIEF to Stan-De Ranch, Watova, Okla., for \$25,000. This makes his valuation the highest ever placed on a son of TR Zato Heir. His calves on our ranch show a lot of promise.

See our Show Herds at these Shows:

Dallas
Kansas City
Lexington
Portland
San Francisco
Ogden
Timonium

**GET
 YOUR
 HERD**
 a place in the **SUN**
 with a son of TR Zato Heir
Register of Merit's Distinguished Sire

ALL-TR ZATO HEIR SALE
DEC. 9



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Fleshing Quality
HEREFORDS



ENTRANCE TO RANCH - 7 MILES EAST AND 1 MILE NORTH OF SULPHUR - STATE HWYS 7 & 12

TURNER RANCH - SULPHUR, OKLAHOMA

Roy J. Turner • Jim McClelland • Roland Jack • Tom Harris, Show Cattle

SON OF TR ZATO HEIR



We feel fortunate in securing a half-interest in this top, young proven sire. We saw his first calves and they convinced us he was the bull we needed to enable us to produce better Herefords for our customers. We have a lot of faith in this young sire mated to our cow herd that we have built up over the years we have been producing Herefords.

**VISIT THE RANCH
AND SEE THIS TOP
YOUNG SIRE and OUR
OTHER GOOD HEREFORDS**

STAN-DE RANCH

WATOVA, OKLA. on US 169, 7 mi. south of Nowata or 40 N.E. of Tulsa.

F. E. Stanley, 105 N. Boulder, Tulsa 3, Okla. ★ Bruce DeWitt at the Ranch
4 mi. west of Watova ★ H. Dane Noe, Herdsman

The Standard of Excellence
The PALOMINO... was originally a color not a breed.
 From careful breeding with the chestnut and bay Arabians, Thoroughbreds, American Saddle Horses and Quarter Horses, today's Palomino developed... distinguished by the shapely head, dark eyes and golden coat.



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Grand Champion Female on

M Miss Zato Heir

1st on Two-Year-Old Bulls

1st on Summer Yearling Heifer

1st on Junior Heifer Calves

3rd on Two-Year-Old Females

4th on Three Bulls

4th on Pair of Yearlings

4th on Pair of Calves

5th on Two Bulls

See Our Show Herd at Waco and Dallas

BAR M RANCH

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Owner



RHOME, TEXAS

ALBERT HAASE
Herdsman

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Write for further information



PROMOTE CATTLE INDUSTRY

410 East Weatherford, Fort Worth

National Polled Hereford Show-Sale November 1-3

AN active organization of Ohio Polled Hereford breeders is laying the groundwork for what promises to be one of the greatest National Polled Hereford Shows and Sales in 33 years of the fall classics.

The 1954 National Polled Hereford Show and Sale is slated Nov. 1-2-3 in Columbus, Ohio, at the state fairgrounds.

More than 400 of the nation's finest Polled Herefords, will be competing for \$7,500 in premium money at this year's National, annually the largest free public exhibition of Polled Herefords in the United States.

Answering the call to help make the 1954 National Polled Hereford Show and Sale a success are the officers and members of the Buckeye Polled Hereford Association, state-wide association of breeders of registered Polled Herefords.

Fred W. Schlichter, Hamilton, O., is president of the Buckeye Polled Hereford Association which has been in existence 11 years, and is co-sponsoring the 1954 National with the American Polled Hereford Association, Kansas City, Mo.

Other officers and directors of the Buckeye Polled Hereford Association are: H. C. Goff, Cincinnati, vice-president; Guy H. Finley, Coshocton, secretary, and directors: C. E. Knowlton, Bellefontaine; John W. Nelson, McConnellsville; Clyde Banbury, Danville; George E. Miller, West Alexandria, and M. R. Snider, Blanchester.

Texan to Judge National Polled Hereford Show

WILLIE JOE LARGENT, Hereford breeder of Merkel, Texas, will judge the 1954 National Polled Hereford Show to be held at Columbus, Ohio, November 1-3, according to an announcement by D. W. Crittenden, executive secretary of the American Polled Hereford Association. Largent has judged many of the nation's major livestock shows including national Polled Hereford shows.

Tips on Controlling Horn Flies

Research with 70 Wyoming herds shows that DDT is still the best horn fly control when applied as a spray, according to a recent report from the Wyoming Experiment Station. Researchers found that 0.5 per cent DDT in the finished spray is most economical at a rate of two quarts per animal and gives four weeks' control — a double concentration resulted in only 2.1 extra days of control. They also suggest locating back-rubbers where cattle loaf, usually near water, and they recommend soaking it with a liquid of dilute DDT, TDE, toxaphene, or other emulsifiable concentrate.

The Cattleman—Subscription rates: One year, \$2; three years, \$5; five years, \$8; foreign, one year, \$4.

400 Norell Herefords Sell . . .

October 25, 1954
Collbran, Colorado

**YOUR OPPORTUNITY TO BUY CATTLE
OF NORELL REPUTATION . . .**



Part of the commercial heifers selling



Part of the yearling bulls selling

GENE WATSON and HOWARD BROWN
Auctioneers

WRITE FOR CATALOGUES.

The reputation Norell Herefords have made as feeder calves and as steers is widely known. Following are some of the winnings of Norell-bred cattle: in **1940**, champion pen of bulls at Ogden; **1944**, champion carload yearling steers at Denver, a Norell-bred bull was champion at Western Slope show (shown by Ed Burg); **1945**, 1st pen of five heifers; **1946**, 1st on carload yearling steers, 1st on carload heifer calves at Grand National, San Francisco; **1947**, 2d on carload feeder steer calves at Chicago Feeder Calf Show, sold at all-time record price at that time; **1948**, champion carload of heifer calves at Chicago Feeder Calf Show, sold at record price of 50 cents a pound; at American Royal, won first on carload lightweight steer calves, 2d on heavy calves; at Chicago Feeder Calf Show, 3d and 5th on loads of steer calves; **1949**, 1st and champion on carload heifer calves at Chicago Feeder Calf Show; a Norell-bred steer was shown to Hereford championship and reserve champion of Indiana State Fair, and 1st in his class at Chicago International (shown by Jim Smoker); **1950**, top-selling pen of five steer calves at Omaha Feeder Calf Show; **1952**, reserve champion pen of 10 feeder steers, 1st pen of five lightweight calves at Arizona National (this was after we had sold the top 50 head of the crop); **1953**, our entire crop of steer calves sold to a Pennsylvania feeder at 30 cents a pound at the ranch; Leona Augsburg fed and showed a Norell-bred steer to reserve championship of the Lancaster district 4-H show in Pennsylvania; winning pen of three steers were also Norell-bred steers; that same year, we showed the 1st and 3d place carload of Hereford steers at Chicago Feeder Calf Show (we had only 42 late 1952 calves from which to select the 40 head); in **May, 1954**, the reserve champion at the Rocky Mountain Hereford Show.

● 25 BULLS

One proved herd bull. WHR Regality 77th.

Because we are reducing our registered herd, we are offering for sale this good son of WHR Royal Duke 3d. We purchased him from a Wyoming Hereford Ranch carload lot at Denver. We are retaining for use in our registered herd, WHR AVALON APPEAL 39th and our new "Silver" bull purchased from William and Lorna Ross. We urge you to look over "the 77th" carefully, as he has proved to be a good breeding bull for us and we know he will do the same for you. Twenty-four coming two-year-old herd-bull prospects and range bulls. These represent the same breeding we have used to build up our top commercial herd.

● 35 YEARLING HEIFERS

Includes our entire 1953 calf crop—no reservations.

● 70 COWS

Many with calves at side.

● 150 COMMERCIAL COWS

These are the cows that have been producing champion loads for us and champion finished steers.

● 75 YEARLING COMMERCIAL HEIFERS

We have been able to build a commercial herd of such high calibre because we have made a practice of using the top bulls from our registered herd to head our uniformly good commercial herd.



Norell Herefords

DEWEY

PEARL

BUD

SALLY

BUS

MARY



Collbran, Colorado



Selling at Mineral
Wells, Texas,

Nov. 5,
1 BULL
1 HEIFER

By a son of a Register of
Merit Bull

They are by the same sire
as the top heifers shown
here and carry the breeding
that has consistently been
at the top of shows and
sales.

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FRED M. LEGE III, Owner
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45 Minutes From Downtown Fort Worth



MW Prince Larry 67th

Drop by the ranch any time and see the quality bulls
and females we have for sale.

F. D. JONES *Hereford Ranch*

J. D. Womack
Herdsmen

RHOMÉ, TEXAS

Marvin Mayberry
Manager

Ranch located on Hy U. S. 81 two miles north of Rhomé, which is 20 miles north of Fort Worth

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90 Seconds

Save Time
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Save Money

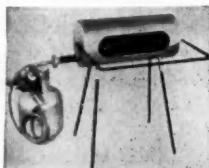
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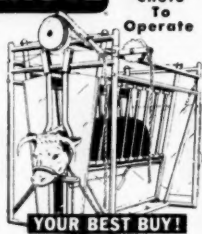


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Chute
To
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YOUR BEST BUY!

Omaha, Nebr.

Fort Worth Show Offers \$183,677 In Premiums

THE greatest total of cash awards—\$183,677—in the history of the Southwestern Exposition and Fat Stock Show will be offered at the 1955 show, dates of which are Jan. 28—Feb. 6. For the first time here, Santa Gertrudis cattle will be shown in competition, with \$2,000 in prize money.

Awards in the horse show have been increased over the preceding year to a total of \$30,475, which is a gain of \$2,175.

Montadales have been added in the sheep show and the prize money has been advanced from \$5,563 to \$6,129.

The swine show, suspended last year because of the national vesicular exanthema situation, will resume. Awards for this department amount to \$8,400.

Other 1955 awards, as announced by President-Manager W. R. Watt, will be: Steers, \$9,245; Herefords, \$13,800; Polled Herefords, \$5,000; Shorthorns, \$6,000; Aberdeen-Angus, \$10,000; Brahman, \$2,000; Carlot-and-pen bulls, \$6,335; dairy cattle, \$5,637; junior show, \$8,091, divided: steers, \$2,987; dairy, \$2,000; lambs, \$1,153; and pigs, \$1,951; judging contests, \$1,500; poultry, \$2,000; herdsman, \$390.

The remainder represents the prize money and entry fees of the rodeo.

Deadline for entries of cattle, sheep and swine is Dec. 15; for horses, Jan. 8; for poultry, Jan. 15. Entry blanks and information may be obtained by writing to Southwestern Exposition and Fat Stock Show, P. O. Box 150, Fort Worth.

Hormones May Stimulate Gains In Livestock

USE of sex hormones as a possible new means of increasing weight gains and profits in livestock was cited by the nutrition committee of the American Veterinary Medical Association at its annual convention in Seattle.

Dr. William Pounden of Wooster, Ohio, chairman of the committee said that two methods are being used in employing the hormones—1, "implants" injected into their tissues; and 2, their addition to the feed.

Stilbestrol and Testosterone are the two which have received the most attention as regards use in ruminant animals. The committee, however, issued a sharp warning to livestock owners regarding use of hormones to stimulate gains without proper scientific supervision.

"The influence of hormones is not always exerted for the best," the report said. "For example, serious consequences can arise from the presence of excessive quantities in livestock feeds—demonstrated by results in Australia where breeding efficiency of sheep sometimes is disastrously upset by the hormone in subterranean clover."

The Cattleman—Subscription rates: One year, \$2; three years, \$5; five years, \$8; foreign, one year, \$4.

Greater Junior Breeding Show At Houston

THE newly organized Junior Breeding Show for beef cattle and sheep to be inaugurated at the 1955 Houston Fat Stock Show in February is expected to attract many FFA and 4-H Club members to exhibit their prize breeding animals. Premium awards in the junior breeding show will total \$11,044.

Premium money offered in the breeding classes for beef cattle will be \$3,440; for breeding sheep classes the awards will amount to \$2,604.

More enthusiasm in the Junior Dairy Show is expected with the \$2,000 increase in awards over last year's prizes. The junior breeders of dairy cattle will try for a total of \$5,000 in the various classes at the '55 show. his division surpasses other shows throughout the nation in the quality and number of dairy stock exhibited as well as highest premium monies paid.

The four beef breeds to be judged in the junior breeding show are Herefords, Brahmans, Shorthorns and Aberdeen-Angus.

In the sheep show seven breeds will be judged including Rambouillet, Corriedale, Hampshire, Shropshire, Southdown, Suffolk and Delaine-Merino breeding sheep.

The addition of the two new divisions for junior exhibitors brings the total premiums for the overall Junior Livestock Show up to \$261,157.

Classes which make up the Junior Livestock Show for '55, and premiums offered are: Fat steers, \$3,196; commercial steers, \$3,000; breeding cattle, \$3,440; dairy cattle, \$5,000; lambs and breeding sheep, \$3,561; fat poultry, \$195; turkeys, \$164; market rabbits, \$75; and fat swine, \$2,172.

Johne's Disease

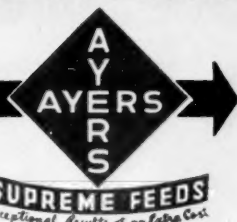
VETERINARIANS have been advised that indifference concerning Johne's disease, a chronic intestinal infection, is causing untold losses every year to the livestock industry.

In a special report to the 91st annual convention of the American Veterinary Medical Association at Seattle, Dr. Aubrey B. Larsen of Auburn, Ala., said Johne's disease has existed in the United States for at least 45 years but has never received the widespread attention its gravity warrants.

One reason, he said, is the fact that its symptoms are easily confused with those of other diseases. He recommended more careful diagnosis as one method of controlling the ailment, and said livestock owners themselves can help prevent its spread by carefully investigating herd histories before buying replacement animals. Johne's disease is spread primarily by introducing infected animals into clean herds.

There is no known cure for Johne's disease, Dr. Larsen told the convention, nor any vaccine against it. Research in this direction is continuing, he said.

Exceptional Results at No Extra Cost



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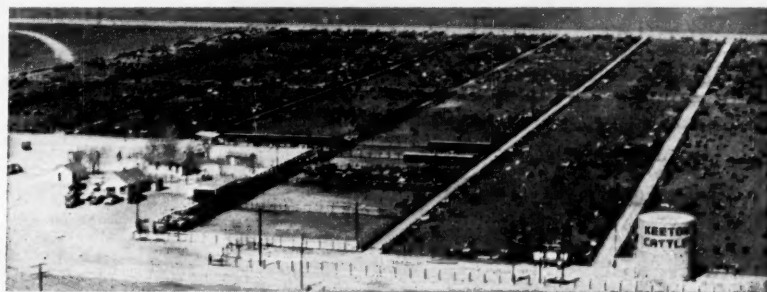
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To Aid Winter Pastures in Keeping Your
Herd in Better Condition. Ayers Supreme
Range Cubes Produce the Benefits You
Expect From Concentrated Feed.

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Feed your cattle where the feed is cheaper at

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The cotton center of Texas and the largest cottonseed processing center in the Southwest.

We are equipped and experienced to fatten All types of feed rations available. Capacity: your cattle the most economical way possible. 15,000 cattle. Order Buying.

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Specialize in Choice Range Bulls

WINSTON BROS.

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Ranch and Stock Farm Loans

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Annual interest as low as 4%—10 to 20 years

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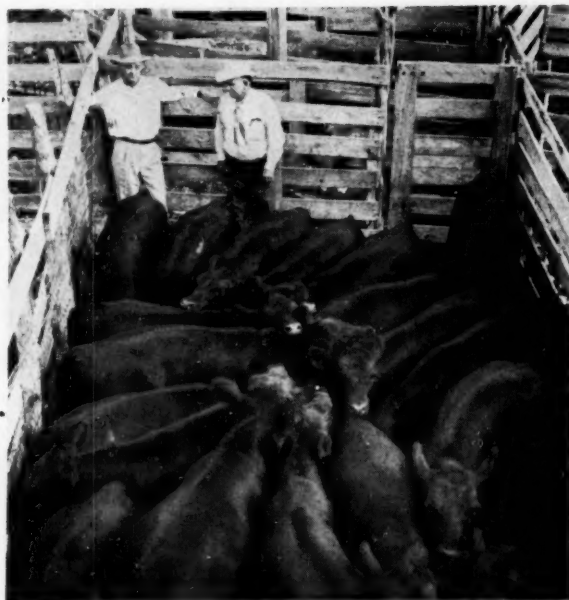
Refinance while interest is so low.

Southern States Loan Company

CHAS. M. HOLT, Pres. - AMARILLO, TEXAS

Better Beef From Better Quality Angus Feeders

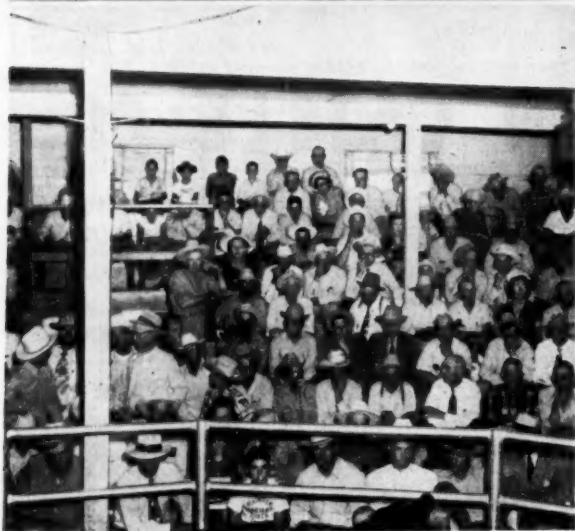
Commercial Producers Improving Herds and Selling Angus Calves Through Association Sponsored Sales



Before Angus feeder calves are sold they are grouped in uniform lots of size and quality.



These feeder calves will find their way into a northern feed lot and will be converted into prime and choice beef.



Buyers come from all sections of the country to bid on a Texas Aberdeen-Angus Association sponsored feeder calf sale.

MANY Texas cattlemen believe that one way to increase the consumption of beef is to produce a better quality animal resulting in a better product for the consumer, who will in turn eat more beef.

This is certainly the thinking of both commercial and registered Aberdeen-Angus breeders in Texas who through their association have sponsored feeder calf sales of their best calves to attract feeder buyers who convert their cattle into prime and choice beef.

The Texas Aberdeen-Angus Association, with headquarters in Fort Worth, sponsors a number of feeder calf sales each year. The sales find an excellent feeder market for Angus calves. Most ranchers who produce Angus cattle have small herds and don't have enough cattle to interest a feeder buyer who wants a uniform set of calves. The feeder calf sales allow the small producer to throw his calves in with those of other commercial breeders and present a larger number of cattle that are uniform in size and quality.

The first Association sponsored feeder calf sale was held at San Angelo in 1950. More than 1,200 head were sold by commercial cattlemen in that area for an average of \$151. The success of this event prompted another sale the next year when 1,700 head averaged \$163. Wichita Falls cattlemen also held a sale that year and averaged \$193 on more than 900 head.

The Association had numerous requests from commercial cattlemen from all over the state who wanted to sell part of their calf crop as feeder calves through these sales. The next year sales were held at Mount Pleasant, San Angelo and Amarillo. In 1953 Fredericksburg was added to the list and in 1954 there have been sales held at San Angelo, Fort Worth, Fredericksburg and another scheduled for Amarillo.

Glenn L. Tole, secretary of the association, says that one of the biggest advantages of the feeder calf sale is that it allows the smaller producer to sell the top end of his calves to a feeder buyer the same as a large producer. The sales attract feeder buyers from all parts of the Corn Belt as well as order buyers who represent feeders.

The sales have had a tendency to improve the quality of the Aberdeen-Angus commercial herds in the state because producers have seen the better quality calves sell for more and have improved their breeding programs in order to command a better price.



Owner: George W. Graham
Manager: Dr. Dan Roberts

Beef Breed Winners at Tri-State Fair

TURNER RANCH, Sulphur, Okla., and O. H. McAlister, Rhome, Texas, shared the championships in the Hereford show at the Tri-State Fair held at Amarillo, Sept. 20-25, with both reserve championships going to J. S. Bridwell, Wichita Falls, Texas. Charley Hunt, manager of Berry Hereford Ranch, Stanley, Kans., judged the show.

TR Zato Heir 291st, shown by Turner Ranch, was champion bull and Miss Zato Heir, shown by McAlister, was champion female. Larry's Heir 1st was reserve champion bull and Domestic Larryann 29th, a Polled Hereford, was reserve champion female. Both were shown by Bridwell.

Awards to three places follow:

Two-Year-Old Bulls: 1, M. Proud Mixer 17, O. H. McAlister, Rhome, Texas; 2, Dandy Domino 6, Alex Born & Son, Follett, Texas; 3, SW Proud Mixer 7, Sidney Winchester, Munday, Texas.

Senior Yearling Bulls: 1, TR Zato Heir 291, Turner Ranch, Sulphur, Okla.; 2, TR Zato Heir 276, Turner; 3, PHR Dandy Larry 38, McDannald Ranch, Littleton, Colo.

Junior Yearling Bulls: 1, Larry Mixer A 1, Bridwell; 2, TR Zato Heir 341, Turner; 3, PHR Dandy Larry 42, McDannald.

Summer Yearling Bulls: 1, Larry's Heir 1, Bridwell; 2, TP Dandy Larry D 30, Tomie M. Potts, Memphis, Texas; 3, JHR Prince Larry 42, Jones Hereford Ranch, Rhome.

Senior Bull Calves: 1, JHR Prince Larry 44, Jones; 2, Royal Larry D 27, Bridwell; 3, TR Zato Heir 394, Turner.

Junior Bull Calves: 1, Texas Zato Heir M. Born & Sons; 2, M Zato Heir 73, Jones; 3, TR Zato Heir 452, Turner.

Champion Hereford Bull: TR Zato Heir 291, Turner.

Reserve Champion Bull: Larry's Heir 1, Bridwell.

Three Bulls: 1, Turner; 2, Jones; 3, Bridwell.

Two Bulls: 1, Turner; 2, Bridwell; 3, Jones.

Two-Year-Old Heifers: 1, JHR Larrilee 19, Jones; 2, RJ Seth Domino Lady 7, C. J. Frantz, Jr., Waka, Texas; 3, M Miss Mixer 20, McAlister.

Senior Yearling Heifers: 1, Domestic Larryann 29th, Bridwell; 2, WB Lady Seth 9, Winston Bros., Snyder, Texas; 3, Miss Tex Dandy D 17, Born.

Junior Yearling Heifers: 1, Lady Crown Dandy 7, T-Bone Ranch, Wichita Falls, Texas; 2, SW Larry Mixer 13, Winchester; 3, Flashy Tomora 184, J. P. Calliham, Conway.

Summer Yearling Heifers: 1, M Miss Zato Heir, McAlister; 2, FIC Duchess Mixer 38, O. C. Sykes & Sons, Ballinger, Texas and Ft. Sumner, N. M.; 3, Miss Larry Mixer B 1, Bridwell.

Senior Heifer Calves: 1, JKD Baca Princess 17, Dobbs & Parks, Fort Worth; 2, JHR Larrilee 47, Jones; 3, Royal Larryann 37, Bridwell.

Junior Heifer Calves: 1, M Zato Heiress 85, McAlister; 2, WB Lady Larry 15, Winston; 3, JHR Mixerette 9, Jones.

Champion Hereford Female: M Miss Zato Heir, McAlister.

Reserve Champion Female: Domestic Larryann 29, Bridwell.

Two Females: 1, Bridwell; 2, Bridwell; 3, Jones.

Pair of Yearlings: 1, Bridwell; 2, Bridwell; 3, T-Bone.

Get of Sire: 1, Turner on get of TR Zato Heir; 2, Jones on get of MW Prince Larry 67; 3, Bridwell on get of MW Larry Domino 107.

Pair of Calves: 1, Jones; 2, Bridwell; 3, Dobbs & Parks.

ABERDEEN-ANGUS

Glen Bratcher, Oklahoma A. & M. College, Stillwater, judged the Aberdeen-Angus show which made up in quality what was lacking in quantity.

The senior and grand champion bull was Model Endeavor of ASR, owned by W. M. Harden, Nunn, Colo. and the reserve senior and reserve grand champion was Shadow Isle Prince Eric 69th, owned jointly by Byars Royal Oaks, Tyler, Texas and 4-Wynnes Angus Farm, Kaufman, Texas. Tommy Brook, Camp San Saba, Texas, showed the junior champion bull, Brook Knight 2nd and Black Knight of 77, owned by 77 Ranch, Wichita Falls, Texas, was reserve junior champion.

Byars Royal Oaks and 4-Wynnes showed the senior and grand champion female, Blackcap Empress 2nd of Alford, the reserve senior and reserve grand champion, Elaine 4th of Shadow Isle, and the junior champion, Peers Eva of FB. Seventy-seven ranch had the reserve junior champion, Blackcap Effie of 77.

Awards to three places by classes follow:

Two-year-old Bulls: 1, Model Endeavor of ASR, M. W. Harden, Nunn, Colo.

Senior Yearling Bulls: 1, Shadow Isle Prince Eric 69th, Byars Royal Oaks, Tyler, Texas and 4-Wynnes Angus Farm, Kaufman, Texas; 2, Cor-rector 7th R & Mc, 77 Ranch, Wichita Falls, Texas; 3, Colorado Model Erica 52 ASR, Harden.

Junior Yearling Bulls: 1, Brook Knight 2nd, Tommy Brook, Camp San Saba, Texas; 2, Black Knight of 77, 77 Ranch; 3, Prince 63 of Essar, Byars and 4-Wynnes.

FIFTH ANNUAL SALE

OCTOBER 26 -- 1:00 P. M.

BERCLAIR, TEXAS

SELLING 45 HEAD

23 bulls, 22 heifers

The 22 heifers include bred and open heifers. The bred heifers will carry the service of Dandy Larry D 114th.



DANDY LARRY D 114th by MW Larry Domino 30th

LUNCH WILL BE
SERVED AT NOON

W. H. Heldenbrand
Auctioneer

Featuring the Get of Plus Malcolm Blanchard 4th and the Get and Service of Dandy Larry D 114th. This is the best offering we have ever had and we are proud to present them for your approval . . . Plan to be with us.

WRITE FOR CATALOG

George Kleier
The Cattleman

BENNIE WILSON ★ BERCLAIR, TEXAS

Summer Yearling Bulls: 1, Brook Knight 13th, Brook; 2, Prince T 244th of SAF, Byars and 4-Wynnes.

Senior Bull Calves: 1, Brook Knight 22nd, Brook; 2, Black Knight 8th of 77, 77 Ranch; 3, Sunset Eileenmere Erica, Darrell Morris, Gray, Okla.

Junior Bull Calves: 1, Prince 105 of 77, 77 Ranch; 2, Brook Knight 27th, Brook; 3, Bandolier 5th of 4-Wynnes, Byars and 4-Wynnes.

Senior and Grand Champion Bull: Model Endeavor of ASR, Harden.

Reserve Senior and Reserve Grand Champion Bull: Shadow Isle Prince Eric 69th, Byars and 4-Wynnes.

Junior Champion Bull: Brook Knight 2nd, Brook.

Reserve Junior Champion Bull: Black Knight of 77, 77 Ranch.

Three Bulls: 1, Byars-4-Wynnes; 2, Brook; 3, Harden.

Two Bulls: 1, Harden; 2, Brook; 3, Brook.

Two-Year-Old Heifers: 1, Blackcap Empress 2nd of Alford, Byars and 4-Wynnes; 2, Janette Model 52nd, Harden; 3, Bradford Blackcap Effie 5th, Byars and 4-Wynnes.

Senior Yearling Heifers: 1, Elaine 4th of Shadow Isle, Byars and 4-Wynnes; 2, Petunia of 77, 77 Ranch; 3, Blackbird Lassie of 77, 77 Ranch.

Junior Yearling Heifers: 1, Peers Eva of FB, Byars and 4-Wynnes; 2, M & L Eline, Byars and 4-Wynnes; 3, Brook Erica P 657, Brook.

Summer Yearling Heifers: 1, Blackcap Effie of 77, 77 Ranch; 2, Deakins Miss Georgina, Byars and 4-Wynnes; 3, Miss Burgess 486th of SAF, Byars and 4-Wynnes.

Senior Heifer Calves: 1, Miss Juana of 77, 77 Ranch; 2, Bandy Maid 2nd of 77, 77 Ranch; 3, Georgina of Royal Oaks, Byars and 4-Wynnes.

Junior Heifer Calves: 1, Brook Blackcap K 687th, Brook; 2, Blackcap Empress 488th of SAF, Byars and 4-Wynnes; 3, Sunset Suzan, Morris.

Senior and Grand Champion Female: Blackcap Empress 2nd of Alford, Byars and 4-Wynnes.

Reserve Senior and Reserve Grand Champion Female: Elaine 4th of Shadow Isle, Byars and 4-Wynnes.

Junior Champion Females: Peers Eva of FB, Byars and 4-Wynnes.

Reserve Junior Champion Female: Blackcap Effie of 77, 77 Ranch.

Get of Sire: 1, Harden; 2, Brook; 3, Morris.

Junior Get of Sire: 1, Brook; 2, 77 Ranch.

Pair of Calves: 1, Brook; 2, Brook; 3, Morris.

Pair of Females: 1, 77 Ranch; 2, Harden; 3, 77 Ranch.

Pair of Yearlings: 1, Brook; 2, Morris; 3, Brook.

First Meat Program Presented On Color Television

THE national Live Stock and Meat Board has the unique distinction of staging the first full hour meat program ever to be presented on color television.

This significant event, which envisions untold future possibilities for intensifying and expanding the Board's educational activities, took place at Oklahoma City, Okla., August 3, when Augie R. Ring, director of the Board's Merchandising Department, televised a one-hour meat lecture-demonstration in color on station WKY-TV.

At its conclusion, station personnel and viewers alike acclaimed the use of color in meat programming as an outstanding success.

Ring used beef, veal, pork and lamb in his demonstration. Special emphasis, however, was given to beef, since state-wide beef promotion plans are actively under way in Oklahoma and September is to be observed as "Eat-More-Beef Month."

The Cattleman—Subscription rates: One year, \$2; three years, \$5; five years, \$8; foreign, one year, \$4.



THIRTEEN REASONS WHY YOU SHOULD BUY BRANGUS CATTLE

1. They have no horns.
2. They have great resistance to cancer eye and pink eye.
3. They are extremely hardy.
4. They make fast gains on poor grades of food.
5. They are solid black in color.
6. They can stand both heat and cold.
7. They are not bothered by flies, ticks and lice.
8. They have a high dressing percentage for meat.
9. Mothers give good milk and calves make rapid growth.
10. They grow larger than most breeds.
11. They are easy to handle.
12. Our Brangus are good breeders because they are from the most popular blood lines today: MANSO.
13. The Brangus Association is the fastest growing Association of cattle breeders in the world today—BAR NONE!

DALE CARNEGIE RANCH

RUSSELL WERNEX, Manager

TELEPHONE: Harrisonville, Missouri, 65 X 7

WRITE: Dale Carnegie Ranch, Harrisonville, Mo.

WHY NOT DRIVE OVER TO SEE US?

45 Miles South of Kansas City, Mo.
Take Highway 71 to Lonetree Crossroad,
Then 1 Mile East

Registered *Brangus* Cattle

REGISTERED SHORTHORNS

A Small Herd of Good Ones

At the head of our herd of select females
is Grandview Upright 2nd, a top grand-
son of Pettodrie Upright.

Visitors Welcome

CARLEY B. BARKER and BENTON
MOSHEIM, TEXAS

PAINT SPECIAL

Outside White
(Ranch & Paddock—a Pure Linseed Oil Paint)
Reg. \$6.15 Gal. Spec. \$3.38 Gal.
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Satisfaction Guaranteed
Or Your Money Back
Send Check or Money Order Today

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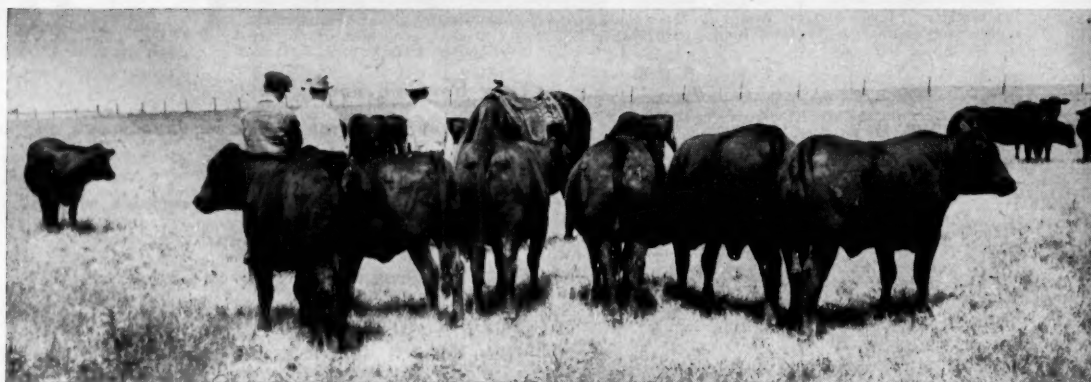
3826 Ross Avenue

Dallas, Texas

Breeders Report Excellent Results from Advertising in The Cattleman.

N. E. OKLAHOMA

OCTOBER 30th



Selling 300 Head

October 30th is the day and Vinita, Oklahoma, is the place to start your registered Brangus herd or to improve your present herd. The animals offered in this sale are enrolled or registered in the American Brangus Breeders Association. The consignors are dipping deep into their herds to present this great offering of females and top young bulls. Here is a real opportunity to establish a solid foundation of Brangus—the MODERN, AMERICAN breed of beef cattle . . . the nation's fastest growing breed!



For further information, write

RAYMOND POPE, SALE MANAGER
BOX 232 • VINITA, OKLAHOMA

NORTHEAST OKLAHOMA BRANGUS

BRANGUS SALE

VINITA, OKLA.



275 Females - - - 25 Bulls

**Quarter-Bloods, Half-Bloods
Registered Brangus**



**Registered Angus bred to Three-
Quarter Bulls will drop
Brangus Calves**



REAL FOUNDATION OPPORTUNITY

BREEDERS ASS'N • VINITA, OKLA.

17th ANNUAL
CLAY COUNTY HEREFORD BREEDERS
ASSOCIATION SALE
HENRIETTA, TEXAS

IN THE AGRICULTURAL BLDG. • 1:00 P. M.

WEDNESDAY, DECEMBER 8th
SELLING 50 LOTS

PRIMARILY BULLS, A FEW CHOICE FEMALES

Featuring

TOP ANIMALS FROM SMALL
HERDS, AGES 18-24 MO., NOT
HIGHLY FITTED, BUT IN GOOD
SERVICEABLE CONDITION . . .

READY TO GO!

Walter Britten, Auctioneer • O. R. Peterson, Sale Mgr.

George Kleier for THE CATTLEMAN

FOR CATALOG, WRITE:

JACK LEWIS, SEC'Y, BOX 526, HENRIETTA, TEXAS



For catalogs
contact:

Sale Secretary
Ross W. Zimmerman

Abbyville,
Kansas

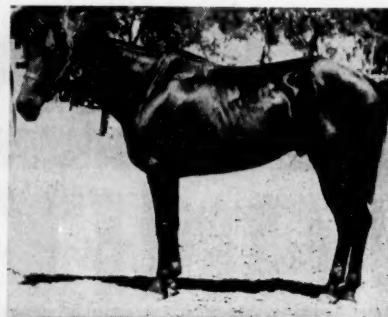
FIRST ANNUAL

KANSAS BROWN SWISS ASS'N SALE

At 12 Noon **OCT. 27 - HUTCHINSON, Kansas**

KANSAS STATE FAIR GROUNDS

70 head of Registered Brown Swiss Dairy cattle will sell. 65 head will be cows, bred heifers and open heifers, ten of which will be offered to 4H buyers only. Also we will offer five bulls of serviceable age. All animals are T.B. and Bangs tested. All are Registered and backed by production records and good type. These cattle were carefully selected by a selection committee that chose only the BEST.



J. B. King, grand champion Quarter Horse stallion, Wyoming State Fair, owned by Jay B. Parsons, Cody, Wyo. Cathey photo.

**Quarter Horse Show at
Wyoming State Fair**

HORSES from five states—Texas, Montana, Colorado, South Dakota and Wyoming—were entered in the Quarter Horse show at the Wyoming State Fair held at Douglas, Wyo.

J. B. King, owned by Jay B. Parsons, Cody, Wyo., was named grand champion stallion, with reserve honors going to Royal King, owned by Earl Albin, Comanche, Texas.

Dr. Calvin Hall, Casper, Wyo., showed the champion gelding, Geronimo, and King Flask, owned by Earl Albin was reserve champion.

C. G. Whitcomb, Sterling, Colo., showed the grand champion mare, Frogette, and Bob Moore, Midwest, Wyo., showed the reserve champion, Little Windy.

Livestock Conservation Inc.

BOTH to save the multi-million dollar loss in shipped animals now being suffered by livestock producers, and in the interest of plain human kindness to animals traveling long distances to market, a nation-wide program has been organized under the name of "Livestock Conservation Inc.," according to reports made at the American Veterinary Medical convention in Seattle recently.

Dr. H. E. Kingman, Jr., representing the veterinary profession in the livestock conservation effort reported the following steps as having been taken during the past year to reduce losses and to increase the safety of animals in transit:

Development of non-skidding floor for livestock carriers; conducting a national survey at 70 packing plants showing types of bruises sustained by livestock in shipment; research as to a method of determining the age of bruises; conducting an overall educational program designed to reduce market losses due to dead, crippled and bruised animals.

Dr. Kingman also reported that the organization is supporting a national 4-H Club livestock conservation contest and is giving assistance in a national grub control program.



TR ZATO HEIR

OUR WINNINGS AT AMARILLO

All sired by TR Zato Heir

- Grand Champion Bull
- First, Senior Yearling Bull
- Second, Senior Yearling Bull
- Second, Junior Yearling Bull
- First Prize Get of Sire
- First, Three Bulls
- First, Two Bulls
- Third, Senior Bull Calf
- Third, Junior Bull Calf

TR ZATO HEIR CHAMPIONS AT AMARILLO

- ★ GRAND CHAMPION BULL—a son
- ★ RES. CHAMPION BULL—by a son
- ★ GRAND CHAMPION FEMALE—by a son
- ★ FIRST GET of SIRE—by TR Zato Heir

SONS OF TR ZATO SIRED THESE WINNERS—FOR OTHER BREEDERS

- Grand Champion Female
- First, Summer Yearling Heifer
- First, Junior Heifer Calf
- Fourth, Pair of Yearlings
- Reserve Champion Bull
- First, Summer Yearling Bull
- First, Junior Bull Calf
- Second, Junior Bull Calf
- Fourth Pair of Calves

**GET
YOUR
HERD**
a place in the **SUN**
with a son of TR Zato Heir
Register of Merit's Distinguished Sire

Plan to attend-ALL TR ZATO HEIR SALE-DEC. 9th

NATURAL
fleshing Quality
HEREFORDS

“TURN TO
TURNERS”



ENTRANCE TO RANCH - 7 MILES EAST AND 1 MILE NORTH OF SULPHUR - STATE HWYS 7 & 12

TURNER RANCH - SULPHUR, OKLAHOMA

Roy J. Turner • Jim McClelland • Roland Jack • Tom Harris, Show Cattle



the
brand
makes
the
difference

RANCH HOUSE Stock SALT

mineralized and plain

phosphorus
manganese
calcium
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copper
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iron

UNITED SALT CORPORATION

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MINE - HOCKLEY, TEXAS
PHONE WALLER 25

The Cattleman

Established 1914

OWNED BY CATTLEMEN
PUBLISHED BY CATTLEMEN
READ BY CATTLEMEN

The Cattleman

★ CHUCKWAGON ★ By CHARLIE, the cook

BACK in the middle of the last century an English writer, sizing up the things that have benefitted humanity most, put down a line that remains as true today as it was then.

"Next to habeas corpus and the freedom of the press," he said, "there are few things that people have a greater respect for, and a livelier faith in, than beef."

It would have been superfluous for him to have added what everybody knew, just as they know it today—that beef holds top place among all the foods in the matter of good health and body building. That's because, coming as it does from nature's own grass, the product of the steer contains all the essential vitamins, minerals and high quality protein—at bargain prices.

And right now the people of the beef-eating countries are lucky, because one of the largest supplies in history is coming to market—quality beef at unusually attractive prices.

As the American Meat Institute points out, the fancier cuts of beef (rib roasts, broiling steaks, and such) make up only about a fourth of a side of beef, and it is natural that these should cost a bit more than pot roasts and less demanded



"This is th' last o' th' beef—either we butchers another'n, or it's braised oxtails tonight!"

cuts, but some of cookery's best dishes come from the thriftier sections of the cow.

Take, for instance, this Pot Roast prescription which is a favorite on the table of Mrs. Carl T. Racugno of Fort Worth, Texas:

INGREDIENTS: Four pounds of chuck beef; one stalk of celery chopped with leaves; one carrot diced; one medium onion diced; one can of flat beer; six whole peppercorns; one teaspoon of salt.

METHOD: Make a marinade of all the above ingredients and soak the meat in the mixture overnight, turning a few times to make sure all the surfaces are well soaked. "It smells terrible but tastes wonderful," says Mrs. Racugno, "so be sure to cover tightly." When ready to cook rub the meat with the following ingredients: three tablespoons of flour, one teaspoon of salt, coarse pepper, three tablespoons of brown sugar, one tablespoon of dry mustard and half a teaspoon of rosemary and thyme. Mix well and pat as much of the above into the meat as it will take. Brown in small amount of fat, and when good and brown add the strained marinade for the necessary liquid. Roast as usual, using very low heat, but watch carefully to prevent scorching. The gravy will have a grand flavor, and beautiful color.

Ground beef can be used in hundreds of ways to provide a bang-up good meal, but if you're looking for a way to make a pound and a half of ground meat fill the plates of seven or eight people, this Tamale Pie really gets the job done:

INGREDIENTS: Two No. 2½ cans of white hominy; one and a half pounds of ground beef; two large onions, chopped; two tablespoons of bacon drippings or

MEAT RECIPES

A Free Recipe Booklet

A very attractive forty-page booklet of meat recipes is available to readers of *The Cattleman* without charge. This booklet is published by the National Live Stock and Meat Board's Home Economics Department and distributed by the Texas and Southwestern Cattle Raisers Association. It is offered free to any of our readers who request it. All we ask is that you say you saw mention of it in *The Chuckwagon Column*. No housewife should be without this important booklet which contains recipes for cooking beef, lamb, veal, pork and a variety of other excellent recipes in which meat or meat products are used. There is a large variety of cake and cookie recipes also. There is a full page devoted to each of the following: broiling, braising, cooking in liquid, pan broiling and pan frying. Two full pages are devoted to illustrations of cuts and a guide to buying and cooking beef, veal, pork and lamb, a total of eight pages. No housewife can afford to be without this valuable booklet. It is free for the asking. Send your request direct to *The Cattleman*, 410 E. Weatherford Street, Fort Worth 2, Texas.

65 HEAD ZATO HEIR BREEDING SELL OCT. 11th. ★ ATTICA, KANSAS



TR ZATO HEIR 52nd. His g:st shown below SELL.



This sale offering is the top of our production from our 100% HAZLETT COW HERD.
27 BULLS ★ 38 FEMALES

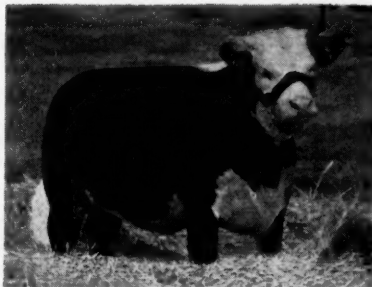
The 52nd . . . a top son of TR Zato Heir. A sire of top individuals in our herd and they are carrying on in other herds. A son is doing a top job in the Cox and McInnis herd, and one of his sons, a 7-month calf, topped our sale last fall going to California, for \$3,900. SONS, DAUGHTERS AND HIS SERVICE SELL.



★
TR ZATO HEIR 150th (right) another top son of TR Zato Heir that is doing a good job for us. He is a full brother to TR Zato Heir 50th, the bull Thorp Hereford Farms purchased a one-half interest in for a top price. His calves show a lot of promise. SONS, DAUGHTERS AND HIS SERVICE SELL.



KM Zato Heir 16th—This top son of the "52nd" sells.



KM Zato Heiress 20th—a typical daughter of the "52nd" that sells.



KM Zato Heir 26th—a son of the "150th" that sells October 11th.

KM Zato Heir
HEREFORDS
KEN-MAR RANCH
KENNETH DUSENBURY, OWNER,
TELEPHONE 547, ANTHONY, KAS.
Attica, Kansas

27 BULLS

All by TR Zato Heir 52nd and TR Zato Heir 150th and all out of straight Hazlett bred cows. Many top herd bull prospects and outstanding range bulls sell.

38 FEMALES

31 OPEN HEIFERS . . . all but 8 by the 52nd and 150th and these 8 are straight Hazlett . . . Fifteen are ready to breed and the others will soon be of breeding age. 7 BRED HEIFERS AND COWS . . . all straight Hazlett and bred to the 52nd and 150th.

PLAN TO BE WITH US

MONDAY, OCTOBER 11th

Sale at the Ranch
Gene Watson, Auctioneer
George Kleier, The Cattleman

other fat; fourth of a cup of flour; two 8-ounce cans of tomato sauce; one No. 2 can of tomatoes; half a cup of water; two teaspoons of chili powder; salt to taste; one teaspoon of Accent; one cup of pitted ripe olives; half a pound of natural American cheddar cheese, grated.

METHOD: Drain hominy and put through food grinder, using the medium blade. Saute beef and onions in the bacon drippings until the beef is no longer red, stirring with a fork so that the meat is separated into bits. Sprinkle flour over meat and stir well. Add tomato sauce, tomatoes and water. Cook, stirring, until mixture boils and thickens. Add seasonings. Cover and simmer 20 minutes, stirring often. In greased four-quart casserole spread half of meat mixture; add half of hominy, then half of olives, then half of cheese. Repeat layers with remaining ingredients. Cover and bake in moderate 350 degree oven for one hour, then uncover and bake half an hour longer. Remove from oven and let stand 5 to 10 minutes before serving.

A salad and crusty French bread goes well with this.

* * *

Another thrifty meat stretcher in the ground beef category has been dreamed up by the culinary experts of the Meat Institute, and we'd like to pass the recipe along here because it not only provides a welcome family meal but gives the kids a novel item for their school lunch boxes. It takes the form of little meat pies and you make 'em like this:

BEEF-VEGETABLE EATING TIME-TABLE

Clear across the nation this fall beef producers and vegetable growers are joining hands in encouraging people to eat more of their products. Here's the schedule as outlined by these producers:

Sept. 30 - Oct. 9 — Beef Stew, Pot Pies and other combinations of beef and vegetables.

Oct. 14 - Oct. 23—Ground Beef and particularly meat loaves which combine beef and vegetables, also stuffed peppers.

Oct. 28 - Nov. 6 — Roasts of all kinds, particularly pot roasts with vegetables.

Nov. 11 - Nov. 20 — Ground Beef again.

INGREDIENTS (Pastry): Two cups flour; one teaspoon of salt; two-thirds cup of lard; five tablespoons of cold water.

INGREDIENTS (Filling): One pound of ground beef; fourth cup of finely chopped celery; fourth cup of minced onion; three tablespoons of minced green pepper; one-half teaspoon salt; fourth teaspoon pepper; fourth teaspoon thyme; half cup of catsup; one can cream of mushroom soup; fourth cup of milk.

METHOD: Make pastry and roll to about an eighth of an inch in thickness.

Cut into eight 5-inch rounds and fit into eight muffin tins. Then, in two tablespoons of hot fat, cook celery, onion and green pepper for five minutes. Push to one side and sear beef. Spoon off excess fat, add seasonings and catsup. Fill pastry cups with the meat mixture and fold pastry edges over filling. Bake in a 400-degree oven for 35 to 40 minutes, or until pastry is delicately browned. For a decorative touch place strips of pimiento criss-cross on top of each tart before serving. Serve with sauce made by heating the mushroom soup with the milk.

Any leftover tarts can be stored in the refrigerator and served for cold snacks the next day—or go into the lunch boxes of the kids.

* * *

With beef so plentiful in the current market even some of the fancier cuts are more than ever within the scope of the average pocketbook. In my own estimation that cut commonly called the Filet Mignon is one of the fanciest in the shop, and one of the most economical for the steak eater.

If you buy beef tenders in whole, then slice off the filets yourself, according to your own preference in size, you'll be surprised how economical this cut can be. And you can store them in the freezer to be taken out as needed.

In slicing them off I wrap each filet around with Beef Bacon—and if you haven't become acquainted with this comparatively recent new product you're overlooking a bet.

FIFTH ANNUAL SALE - SAT.

Cattle FROM BEST HERDS OF
TEXAS AND OKLAHOMA

JUDGING SALE CATTLE

FRIDAY, NOV. 26

SALE WILL BE HELD IN
4-H CLUB SALES PAVILION

SALE STARTS 12:00 NOON

Lunch will be served on the grounds

DON'T MISS THIS SALE!

The Top Spot

Attention Ranchers:

You'll find Bulls in this sale with top Quality and at your price.

Write for Catalogue:

W. H. Hammon, Chairman
Sale Committee
806 City National Bank Bldg.
Wichita Falls, Texas

Did you ever consider what makes good Beef Stew one of the most popular dishes in the great American cook book? One reason is that beef from the herds of the plains, having been fed on nature's own grass, blends so harmoniously with the vegetables that go with it into the pot. In putting together one of the old favorites try this formula:

INGREDIENTS: One and a half pounds of grass-fed chuck or rump cut in one and a half inch pieces; one and a half teaspoons salt, divided; an eighth of a teaspoon of pepper; three tablespoons of flour; three tablespoons of lard; three cups of water; eighth of a teaspoon each of marjoram, savory and thyme; 12 small white onions peeled; six medium carrots, scraped and halved; three cups of hot seasoned mashed potatoes; two tablespoons of finely chopped parsley.

METHOD: Blend together one-half teaspoon of salt, pepper and flour. Roll pieces of meat in blended mixture, reserving leftover flour. Put lard in heavy kettle, add beef and brown on all sides. Add water, half a teaspoon of the salt, then the herbs. Cover and simmer two to two and a half hours, or until meat is almost tender. Add the remaining half teaspoon of salt, the onions and the carrots. Cover and cook until vegetables are tender. Measure reserved flour and, if necessary, add enough to make two tablespoons. Add three tablespoons of water and stir to a smooth paste. Gradually add to stew, stirring constantly, until thickened. Turn into a serving dish

or serve in Dutch oven. Spoon mashed potatoes in border around edge and sprinkle parsley over the top.

Got a good recipe you'd like to share with the neighbors? If so, send it to Charlie the Cook, care of The Cattleman. Or, if there's any particular recipe you'd like to have, ask Charlie. He'll round it up for you.

Breed Cows Late in Heat Period

THE best time to breed a cow is late in the heat period, or even shortly afterwards.

That's what is aimed at now in artificial inseminations, and recent Experiment Station research at the University of Wisconsin looks as if it will prove the point. In Wisconsin, 30-40 per cent of the cows are bred artificially, and about 63 per cent of them settle to the first service. If inseminations were timed a little better, this conception rate might be higher. Repeat calls to the 47 per cent that don't settle at first service are important items of expense and inconvenience in the artificial breeding program.

The most usual length of heat is 17 hours, dairy specialists say, but it can range from three to forty hours. A cow usually ovulates, or releases an egg for fertilization, about 11 hours after the heat period ends. If the ovum (egg) isn't fertilized, it soon dies, although sperm

cells can remain fertile in a cow's reproductive tract for 20 hours or more. This means that inseminations must be made when the ovum and sperm are both alive and fertile.

V. R. Smith and P. W. Aschbacher of the Wisconsin Experiment Station have been inseminating cows three times during the heat periods. They made careful records of when the heat started, when it ended, and when the cow ovulated. For each of the three inseminations, a different breed of bull provided the semen. From the blood type of the calf, the three possible sires, and the dam, two of the bulls could be excluded as sire of the calf.

So far, 34 calves have been born to cows in this project. Ten of these calves were conceived at the first insemination 18-34 hours before ovulation; 14 conceived to the second insemination 2-18 hours before ovulation; and 10 conceived to the third insemination (from 10 hours before ovulation to 14 hours after ovulation).

Since two-thirds of these calves were conceived at the second and third inseminations (late in the heat period), this would seem to be the best time to breed, researchers say.

The Cattleman

Established 1914

OWNED BY CATTLEMEN
PUBLISHED BY CATTLEMEN
READ BY CATTLEMEN

NOV. 27

WICHITA
FALLS



BULLS

Herd Bull Prospects and Quality Range Bulls

FEMALES

Top Replacement Females

Pens of 3 BULLS

Select Top Range Bulls in Uniform Groups

Pens of 3 Females

See List of
CONSIGNORS Next Issue

Things Made From Leather



The Story of Leather

Leather Is an Important Product in the Lives of Everyone, and Has Been Since the Earliest Days of Civilization

Reprinted Through Courtesy Leather Industries of America

LEATHER is so much a part of our lives that it is almost impossible to imagine a world without it. Leather keeps 156,000,000 Americans in better shoes than any other people on earth. Leather belting keeps the wheels of industry turning. Leather luggage makes travel easier. Leather gloves, jackets and slippers are as necessary to modern living as handbags, wallets and belts. Baseball, football, basketball and other sports depend on leather. The cowhand counts on his leather saddle, the dirt farmer on his leather harness, the horseman on his leather boots. In war and peace, at work and play, in factory and home, leather serves the needs of mankind.

So it has been from the earliest days of civilization. From the time when primitive man first bound his feet in animal skins to protect him from the elements, leather has played a key role in man's progress toward a better life.

Leather footwear made it possible for primitive man to hunt for food and elude his enemies. Leather flagons enabled him to store water and move away from his water supply. Tents of animal skins gave him protection from the hot sun. He ward off enemy blows with shields of leather; crossed rivers in leather canoes, and beat out messages on leather drums in an early kind of modern telegraphy.

How Leather Is Made

Tanning is the process by which animal hides and skins are transformed into soft, pliable leather through treating

them with various chemicals and bark extracts. The two principal tanning methods are vegetable tanning and chrome tanning.

Vegetable tanning, using the extract from the bark and wood of trees, is a long process extending over several months. It produces a firm leather with excellent water resistance. Chrome tanning, a much more rapid process, taking only a few weeks, shrinks the skin and produces long-wearing leather with fine heat resistance. Most shoe soles, harnesses, industrial beltings, luggage and upholstery are made from vegetable tanned, heavy hides. Most shoe uppers, gloves and garments are made from chrome tanned, light hides or skins. Some hides are tanned by a combination of the two methods.

Vegetable tanning materials are obtained from the barks or woods of the quebacho tree grown in South America, the mangrove in Borneo, the wattle in Australia and South Africa, the valonia in Asia Minor and the gambier in India. The chestnut, oak and hemlock trees are the principal domestic sources of tanning. Chrome ore is imported from Africa, Greece, Brazil and French Oceania.

Curing The Hides

Before tanning, hides and skins must be "cured" and thoroughly cleansed of all flesh and hair. Curing preserves the hide and prevents decay. Freshly removed hides and skins are spread out, one on top of another, with layers of salt in between. After salting for 10 to

15 days, they are shipped to the tanner "cured." Hair is then removed by soaking the hides and skins in a lime solution. Then they are put through a dehairing machine armed with blades like those on a lawn mower. The removal of hair leaves a distinctive pattern called the grain. Flesh is removed from the under side by a similar machine. All remaining hair and flesh is scraped off by hand in a process called scudding.

How Vegetable Tanning Is Done

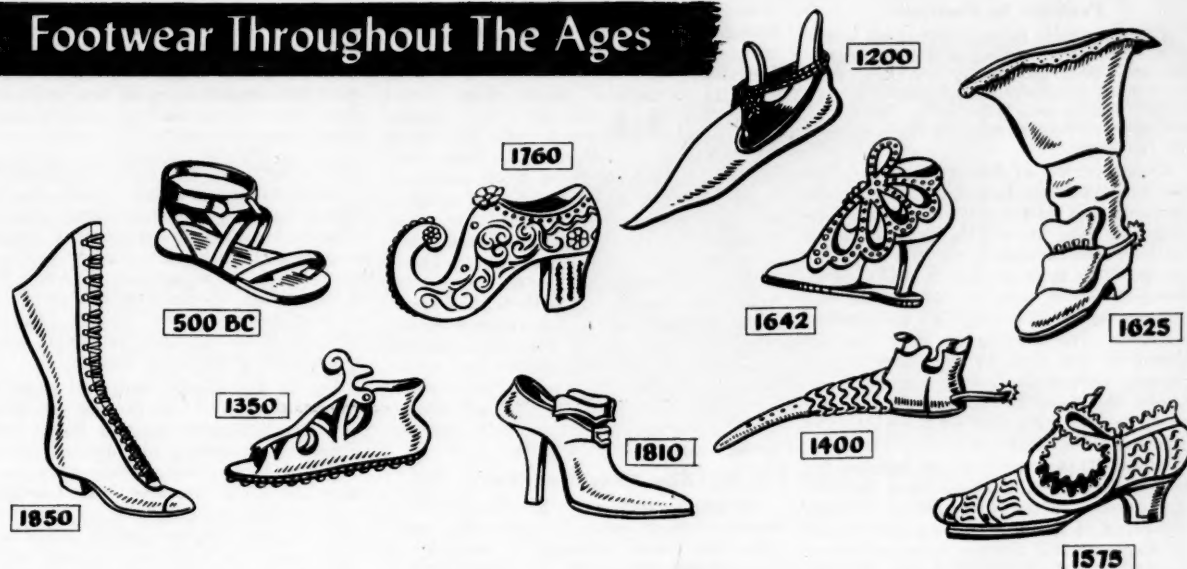
In vegetable tanning, the hides are suspended from rocking frames in a series of cement vats, each containing a slightly stronger tanning solution. After several weeks, they are transferred to the lay-away section which consists of a series of larger vats containing even stronger tanning liquids. Here the hides are treated to stronger and stronger liquids each week until the tanning process is complete.

How Chrome Tanning Is Done

Chrome tanning is done with a large revolving wooden drum containing a heavy liquid made of chromic salts. The hides and skins are tumbled in these drums until they turn a light blue-green. The drum is then stopped and the liquid drained off. The leather is washed clean and excess moisture and wrinkles are removed.

After tanning, leather can be bleached, dyed in a variety of colors, or finished in many textures. There are more than 100 leather colors ranging from the tra-

Footwear Throughout The Ages



ditional browns and tans to burgundy, cranberry, fuchsia, and other exotic shades. Finishes include smooth and patent leather, saddle, suede, pebble grain and embossed leathers of varied designs. Suede, one of the most popular of all leather finishes, is produced by buffing leather on its flesh side, raising a nap.

Early Days of Tanning

Tanning in America goes back to the days before the white man settled in the New World. Settlers arriving here found that the Indians already had primitive tanning methods. The Indians taught the early colonists how to make the famous buckskin tans which later American frontiersmen used for shoes and clothes.

The first tanner to set up shop in the colonies was Experience Miller, who ar-

rived in Plymouth on the good ship Ann in 1623. Peter Minuet, who later became Governor of New Amsterdam, built the first machine used in tanning—a horse-driven stone mill for grinding oak bark to get tanning liquid. The tanners of old Salem used sea water for soaking hides. They spread thousands of African dry hides on flat barges, weighted them down with stones and left them to soften, with the ebb and flow of the tide.

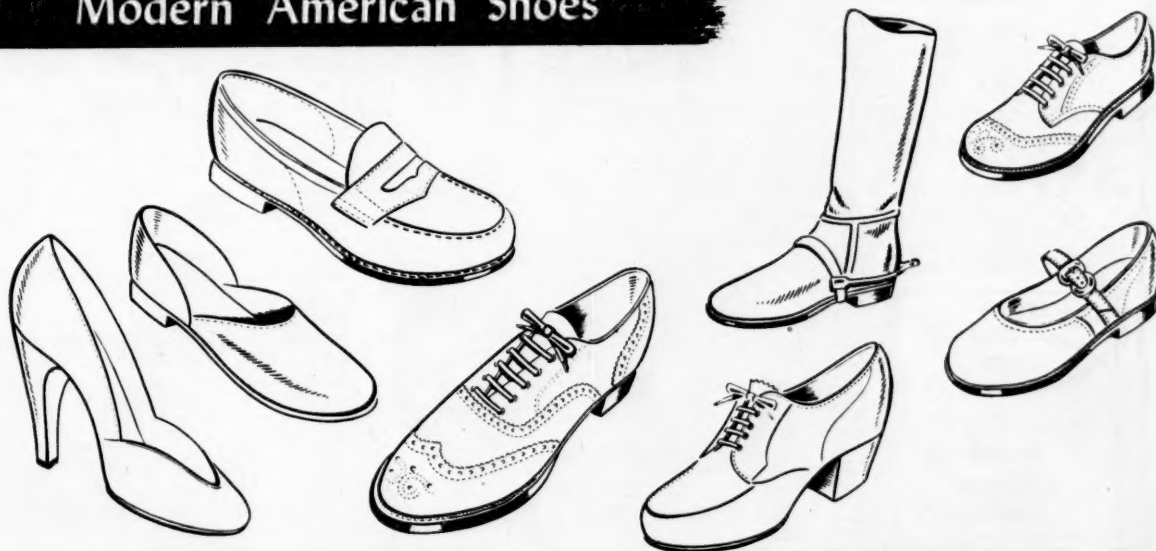
Discovery Speeds Development

Up until the second half of the 18th century, leather making continued, for the most part, as a small handicraft operation based on ancient methods and limited to local resources. Several important discoveries speeded the development of the industry.

Sir Humphrey Davy discovered in 1805 that tanning materials could be obtained from many other trees besides the commonly used oak. Among them were hemlock, mimosa and chestnut, which were plentiful in American forests. Samuel Parker in 1809 invented a machine that split heavy hides to any thickness. Where formerly it took one workman an entire day to split four hides, it now became possible for him to split one hundred.

The discovery of chrome tanning was another important forward step. Machines were built for each part of the tanning process, and for shortening the process itself. The growth of the meat packing industry opened up new sources of hides and skins, and the development of transportation made it easier to obtain tanning materials.

Modern American Shoes



Fashions in Footwear

Approximately 83 per cent of all leather goes into the making of shoes. Leather has been used principally for shoes ever since man discovered that leather's porosity (ability to "breathe"), flexibility and other natural properties made it ideal for footwear.

Every period of history had its own distinctive leather footwear, showing the fashions and customs of the times. The simplest shoe known to history was a leather sole attached to the foot by thongs. This type of shoe is still used by many Oriental peoples today, and has become quite fashionable in modern America. The Egyptians wore sandals bound to the foot by two straps, one passing around the instep, the other between the toes. Romans wore the calceus, a shoe with slits at the sides and straps knotted in front.

When Byzantium set the fashion for the civilized world, shoes were lavishly ornamented, often with jewels. During the reign of Richard II, men and women in England and France wore cracowes, peaked shoes which had points so long that a gold chain bound around the knee was used to hold up the toe. Shoes of this type often measured two and one-half feet from heel to toe.

This was followed, during the reign of Queen Elizabeth, by the duckbill shoe which was limited by law to five and one-half inches in width. Sixteenth Century France turned to the square-toed shoe of soft leather, slit to show bright hose.

In Colonial America, the kind of life led set the styles for shoes. The hard rough life of the pioneer spurred the development of the brogue, a heavy, coarse shoe of roughly tanned leather,

with a heavy sole and a single leather thong. During the American Revolution, men wore a buckle shoe with knee breeches.

Early American shoes were built straight, with neither lefts nor rights. This practice continued until less than 75 years ago. Wearers made shoes last longer by shifting them from one foot to the other so they would wear evenly. Heelless shoes were followed by ankle boots. The Gay Nineties found men wearing shoes that were tight, pointed and uncomfortable. Women wore buttoned or laced boots with high French heels. These were the forerunners of the high button shoes of the early nineteen hundreds. From this period on, there was rapid progress toward the sensible, smartly styled leather shoe of today, with its emphasis on comfort, appearance, health and good taste.

How Shoes Were Made

Keeping right up with the development of fashions in footwear has been the phenomenal advance in methods of production, especially in America. For centuries shoes were made by hand all over the world. The awl, the curved knife, the needle and the last were the cobbler's tools.

The first shoemakers in America were Thomas Beard and Isaac Rickman, who arrived on the Mayflower in 1629. In the early days of American history, shoemakers traveled about from village to village carrying a kit of tools and a supply of leather to repair or make shoes for the entire family.

Other shoemakers worked as independent craftsmen in their homes. Kitchen shops were common during this period with the shoemaker and his entire family

helping to make shoes. Money was scarce, and shoes were swapped for other necessities along with eggs, jellies and salt fish. From the home shop there developed the small factory or the "ten-foot" shoe shop where four or more workers found jobs.

The Father of American Shoemaking

John Adams Dagyar, known as the father of American shoemaking, was the first to operate successfully the factory system by which each worker had just one step to do in making the shoe. For a long while, shoemaking was done only on a customer's order. During Dagyar's lifetime it became the practice to make extra pairs of shoes for stock.

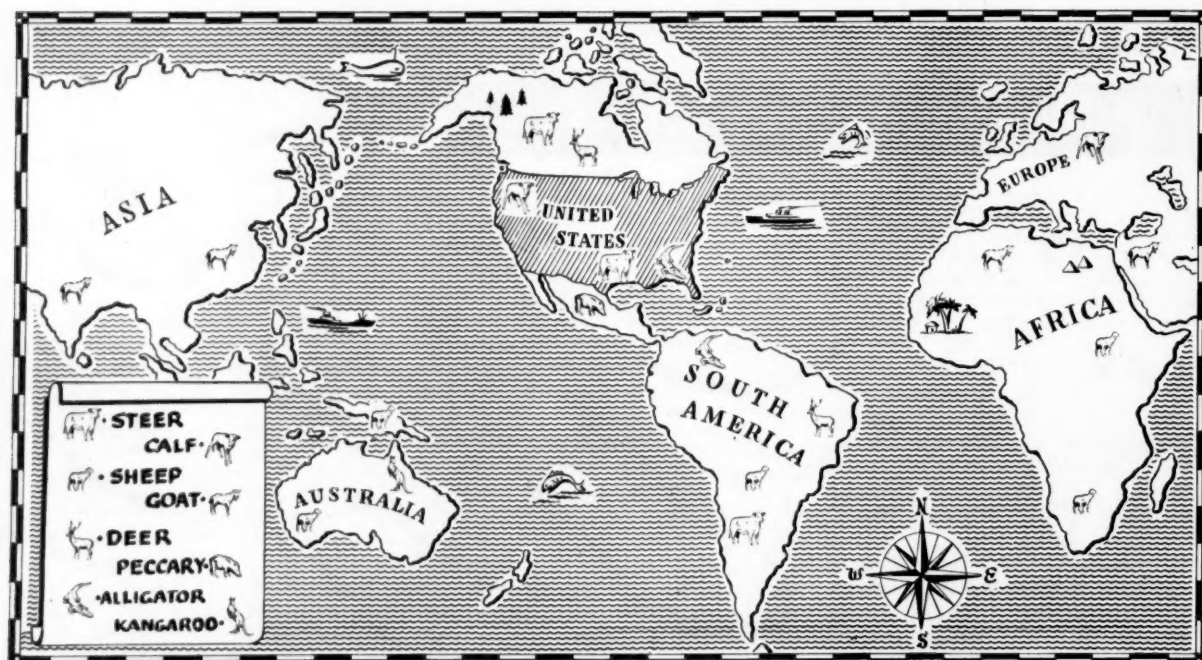
Up to 1850, practically all steps in shoemaking were performed by hand. The greatest progress was begun with Elias Howe's sewing machine, which was followed by a sole cutting machine, a sole fastening machine, the Goodyear welt stitcher and a method for cementing soles to shoe uppers. In all, more than 8,000 machine and tool patents representing the genius of 3,000 inventors have been recorded.

American shoe factories turn out 3,368 pairs of shoes a minute, 202,075 pairs every hour and 1,616,000 pairs every working day in a variety of different styles, colors, sizes and shapes, with leather being the material for all fine shoes.

Where Leather Comes From

The leather which goes into the making of shoes, belts, bags and the hundreds of other familiar items we need today comes from the skins of many different animals—some raised at home, others in the far corners of the world.

SKINS AND HIDES COME FROM THE FOUR CORNERS OF THE WORLD



Most of the animals, especially cattle and goats, are raised primarily for their meat. Their hides and skins are a by-product.

A parade of animals whose skins are tanned in the United States each year would include 22 million cattle, 35 million sheep and lambs, 12 million calves and millions of goats, deer, kangaroos, horses, snakes, lizards, alligators, frogs, ostriches, seals, sharks and pigs. Nearly 40 million goatskins alone are imported each year from 53 different countries.

Behind these figures is a story rich in romance and adventure, of foresters in the tangled jungles of Paraguay cutting down quebacho trees to obtain tanning extracts . . . cowboys in the saddle herding cattle over the prairies . . . deep sea divers in peril of man-eating sharks . . . natives working chromite mines in the African interior, and sea-faring men hunting seals in the ice-bound polar north.

Add to these the ingenuity, courage and inventiveness of generations of American tanners, curriers, craftsmen, cobblers, chemists and production engineers, and you have the story of leather-making in America—the story of an industry which has kept up with and often led the industrial growth of our country.

The Leather Industry Today

America is today the largest producer of leather and leather products in the world and its largest consumer as well.

Approximately 125,000,000 hides and skins are processed in American tanneries each year. The leather and leather products industry in America employs more than 350,000 people and produces finished products valued at more than \$4,000,000,000.

These figures tell only part of the story. Progress has been made everywhere in the tanning industry, not only in new ways of manufacturing, but in the quality and variety of leather and leather items produced. Today's leather is a far cry from the leathers produced as recently as a generation ago. Combining traditional craftsmanship with the newest discoveries, the American tanning industry today produces leather that is more flexible and supple and gives still longer wear. Nor has the search for improved leathers ceased. Leather making is a scientific process as well as an art which calls for constant experimentation and study.

To supplement their own individual studies, American tanners have established a research laboratory at the University of Cincinnati to carry on experimental work in the entire field of leather processing, and the development of new domestic sources of tanning. Out of these bold explorations in the fields of chemistry, physics and bacteriology will come new discoveries of the kind which has made leather a leader among American industries.

The Cattleman
Established 1914
OWNED BY CATTLEMEN
PUBLISHED BY CATTLEMEN
READ BY CATTLEMEN



PRINCE LARRY C

Reserve champion bull at 1953 Denver Show.
Now siring top calves for us.

SEE OUR OFFERING of BULLS in THESE SALES

They include herd bull prospects and all are top range bulls—all ready for service.
Selling in single lots and in groups.

- ★ Round Up Sale, Fort Worth, November 22-23
- ★ Texas-Oklahoma Hereford Sale, Wichita Falls, November 27
- ★ West Texas Hereford Sale, Abilene, November 29
- ★ Clay County Hereford Sale, Henrietta, December 8

FOR SALE AT THE RANCH TOP RANGE BULLS

Ready for Service—One or a Carload

HAMMON'S HEREFORDS

WAYNE H. HAMMON, OWNER
806 CITY NATIONAL BLDG.,
WICHITA FALLS, TEXAS

**MAKE A DATE
WITH THE "88th"**

FEB. 19th

Selling Beef To Texans

(Continued from Page 32)

The poll, though kept simple and direct, is still a bit too long and detailed to explain fully here. Suffice it to say that from it we learned some basic facts which are very helpful in developing our own copy platform and theme. We learned, for example, that beef is much the most popular meat with Texans, but not many of them know much about the wide variety of cuts that are available. We learned that while beef is the favorite of 81 per cent of the families for dinner and 59 per cent for lunch, there are still 38 per cent who would like to

serve it oftener and don't because they think it's too expensive. More people think beef is "a little high" in price than any other protein.

We learned that a lot of people don't know why they like beef. Only six per cent, for example, referred to wholesomeness and nutrition, in explaining their preference for beef.

These answers indicate our course. We need to help Texas housewives to a broader knowledge of the many desirable cuts of beef besides steak and roast. We need to educate them to the fact that beef is not expensive. And we need to inform them on the true body-building and nutritional values, to teach them in

effect, that there is no such thing as "too much" beef!

The meat retailers will, we hope, cooperate with us at the point of purchase when they realize that our program is intended to increase their retail sales and to increase the overall consumption of meat. We have plans for special promotions and cutting demonstrations which will benefit the meat marketer right along with the beef producer. And, of course, we hope for the cooperation of the packers.

The Texas Retail Grocers' Association and the Texas Chain Store Association have both assured us of every cooperation, and were most helpful in working out the program. They are, naturally, interested in anything that will help their retailer-members stimulate volume and their ideas will be most valuable in guiding the development of retail sales materials and plans.

The leaders in the food service groups have assured us of their cooperation. With regard to institutions, our approach will have to be based on high nutrition at low cost. With restaurants, obviously we must show the restaurateur that cooperation with our program will help his business. Special promotional periods, with tent cards and menu clips, will help us reach the public through restaurants, and we will continue to develop special channels of communication to them emphasizing the profit possibilities in beef which are found in no other protein. Here, too, the Texas Restaurant Association will be the primary means of getting materials to the restaurants and getting their cooperation. W. Price, Jr., executive director of the TRA, also assisted in formulating our original idea.

A special kit will be developed for distribution to school home economists, using as many materials from the national groups as possible. In the major population centers, these will be delivered in person by our field representatives or through the medium of group discussions.

Likewise, the daily press, major radio stations and TV food editors will be personally visited by our press representatives, personally presented with our Texas press kit, and their cooperation personally solicited. Such a huge volume of "canned" material goes to these people these days that we think at least an opening personal call is a necessity.

While it will take several months to get all these materials prepared and get this program rolling at full speed, initial momentum will be gained by a special "Beef Week in Texas" the second week in November. This will take the form of state-wide and city-wide proclamations, with the usual publicity, literature distribution, specials at food stores and restaurants, and local speech-making by industry members. It should be emphasized, however, that this special event is just a kick-off to gain momentum fast; it isn't the whole program by any means. This program is to be a continuing, year-round effort at all levels of the industry.

One of the reasons Texas is a little later than some states in starting action



LARRY MIXER DOMINO 20th
owned jointly with Bridwell Hereford Ranch

See our show herd at Waco and Dallas and drop by the ranch any time. We have some prospects for sale at the ranch—come by any time and see them.



PROUD MIXER'S HEIR

A great individual that is now showing his greatness through the calves being sired by him. We would be pleased to have you visit us—see this bull and our breeding herd of Larry Domino cows that are producing top Herefords.

BLOCKED L RANCH

BRYSON, TEXAS

L. O. MOORE and W. G. STAMPER, Owners

The Show of Champions

We expect this to be the
**GREATEST Polled Hereford
National in 54 Years.**

Record number Show & Sale entries

**Make YOUR plans NOW to attend
this spectacular event! ! !**

Bigger and Better



1954 Polled Hereford National

Calendar of Events

★ SHOW—Nov. 1-2

Bull Judging—9 a. m., Nov. 1 (Mon.)

Female Judging—9 a. m., Nov. 2 (Tues.)

Place—Junior Livestock
Judging Arena
Ohio State Fairgrounds,
Columbus, Ohio.

Judge—W. J. Largent,
Merkel, Texas.

★ SALE—Nov. 3

Time—10 a. m. Nov. 3 (Wed.)

Selling—123 top quality breeding cattle
from leading herds.

Place—Junior Livestock
Judging Arena
Ohio State Fairgrounds,
Columbus, Ohio

★ BANQUET—Nov. 2

Annual American Polled Hereford Assn.
banquet and membership meeting, Tues-
day evening, Nov. 2, Deshler-Hilton
Hotel, Columbus, Ohio.

1954 National POLLED HEREFORD Show-Sale

Nov. 1-2-3

Columbus, Ohio
State Fairgrounds

366 SHOW ENTRIES

world's finest Polled Herefords

74 EXHIBITORS

top herds from all over nation

123 SALE ENTRIES

top quality offering on Sale Day, Nov. 3

EXHIBITORS AND CONSIGNORS

*—designates exhibitors also consigning cattle

- | | | |
|---------------------------------------|---|---|
| *John M. Lewis & Sons, Larned, Kans. | *Dr. Chas. E. Vidt, Hillard, O. | Walter F. Ernst, Waggoner, Ill. |
| Double E Ranch, Senatobia, Miss. | *H. L. McCullars, Ohatchee, Ala. | *Sumter Farm & Stock Co. Geiger, Ala. |
| Lewis & Sons, Larned, Kans., and Jim | *G. D. Perry, Dundee, Miss. | *Vic Roth, Hays, Kans. |
| & Fay Gill, Coleman, Texas. | *Circle K Stock Farm, Arlington, Texas. | *Vic Roth, Hays, Kans., and Fritz |
| *Lewis & Sons, Larned, Kans., and | *W. R. Zimmerman, Alta Vista, Kans. | Kerbs, Otis, Kans. |
| O'Bryan Ranch, Hiattville, Kans. | *Flat Top Ranch, Thunderhawk, S. Dak. | *Newton Botkin, Berea, Ky. |
| *Jean & Dean McCallum, Matfield | *C. K. Mousel, Edison, Nebr. | *Frank L. Robinson, Kearney, Nebr. |
| Green, Kans. | E. J. Haberer, New Lebanon, O. | Hull-Dobbs Ranch, Walls, Miss. |
| *R. M. Reynolds, Pittsburg, Texas. | N. F. Schilling, DT Polled Herefords, | Gentry D. Adams & Son, Allendale, Ill. |
| *PR Hereford Ranch, Pittsburg, Texas. | Collierville, Tenn. | *Kenwood Farms, Anderson, Ind. |
| *Grass Lake Ranch, Mansfield, S. Dak. | C. L. McHatten, Baldwin, Ill. | Harlan Rex, Blue Rock, O. |
| *Halbert & Fawcett, Miller, Mo. | *Hervale Farms, Wayne, Nebr. | White Oaks Farm, Clearfield, Pa., & |
| *Double H-Z Farm, Hamilton, O. | *Harry R. Blume, Sugar Grove, O. | Falklands Farm, Schellsburg, Pa. |
| *Leo Ebel & Son, Wamego, Kans. | F. J. & Esther M. Meyer, Evans City, | *Allen Engler, Topeka, Kans. |
| M. P. Moore, Circle M Ranch, Sena- | Pa., and Valley View Farm, Harris- | *Fritz Kerbs, Otis, Kans., & Allen |
| tobia, Miss. | ville, Pa. | Engler, Topeka, Kans. |
| *Welborn Hereford Ranch, Senatobia, | Valley View Farm, Harrisville, Pa. | HKH Ranch, Central City, Nebr. |
| Miss. | *Mullendore Hereford Farm, Franklin, | Krug Bros., Atkins, Ia. |
| *C. S. Bradford, Adamsville, O. | Ind. | *Carl Simpson, Bargserville, Ind. |
| *Howard L. Weathers, Anniston, Ala. | H. L. Hoffman, Anderson, Ind. | *R. L. Pierson, Ionia, Mich. |
| I. Schiffman & Co., Huntsville, Ala. | Double RR & Double JJ Farm, Mar- | *Clyde Banbury, Danville, O. |
| P. A. Harper & Son, Jamestown, O. | tinsville, Ind. | *Davis McGehee & Sons, Brandenburg, |
| *John E. Rice & Sons, Sheridan, Wyo. | Brownell Combs, Myrtlewood Farm, | Ky. |
| M & O Polled Hereford Farm, Worth- | Lexington, Ky. | *Watson Polled Herefords, Baysville, O. |
| ington, Ind. | *Square H Farm, Marion, Kans. | *Greene Bros. Lumber Co., Elizabeth- |
| *Pattridge Polled Herefords, Golden, | Hunsinger Hereford Farm, Mt. Eaton, | town, N. C. |
| Colo. | O. | Etowah River Ranch, Cartersville, Ga. |
| Santa Fe River Ranch, Alachua, Fla. | *Edward P. Frechtling, Hamilton, O. | Carl A. Nargren, Denver, Colo. |
| *Mr. & Mrs. C. E. Knowlton, Belle- | P. A. Gates, Jr., Gatesford Place, | *Bushy Park Farm, Glenwood, Md. |
| fontaine, O. | Arlington, Tenn. | Donald Bennett, Glenwood, Md. |
| Fred W. Schlichter & Son, Hamilton, | *Melin Bros., Griffin, Ga. | *William B. Caton, Corydon, Ky. |
| O. | *A. R. Gordon & Son, Danville, Ky. | *John Brown, Louisville, Ky. |

For Sale Catalog—write to:

American Polled Hereford Assn.

1110 Grand Ave.

Kansas City 6, Mo.

for Hotel Reservations contact Deshler-Hilton Hotel, Columbus, Ohio



JJ LARRY DOMINO 7th

A top sire, transmitting his prepotency to his sons. See his sons and daughters in our show herd, also his grandsons and granddaughters by his champion son, DB Larry Domino 34th.

See our show herd at Waco and Dallas, and come by the ranch any time to select your herd bull prospect, range bulls or replacement females. We have for sale a nice selection to choose from.

DUDLEY BROS., Comanche, Texas

Gail, Tom and Eltos Dudley, Owners

Fine Herefords . . .

T.E. MERCER
T-R-J RANCH
REGISTERED HEREFORDS

WB Proud Mixer 1st

BHF Proud Mixer 43rd



Ranch located 4 miles from SW limits of Fort Worth on U. S. 377.

GEORGE E. MERCER, manager
PHONE NO-1907

HARRY BAKER, herdsman
PHONE FE-7551

CASTRATION SAFE . . . SURE . . . EASY

USE **BURDIZZO**
BLOODLESS CASTRATOR
USED SUCCESSFULLY
OVER 30 YEARS. YOU GET . . .



SAFE - SURE - EASY

- Minimum growth set back
- No hemorrhage
- Minimum surgical shock
- No septic infection
- No maggots
- No screw worms

Ask your dealer for the original bloodless castrator made by La "Burdizzo" Co., Turin, Italy

BE SURE IT'S BURDIZZO

FOR SALE

Peppy's Perfect Tribute

Foaled: 1945 — AQHA 11683

He is by Peppy, a King Ranch stallion, and traces to Old Sorrel on both sides of his pedigree. He has won the blue at the Southwestern Exposition, Fort Worth; State Fair of Texas, Dallas and the Santa Rosa Roundup at Vernon, Texas. This top Quarter Horse will be sold at a sacrifice price on account of owner selling property.

Contact Owner: Ray Crowder

Crowder's Funeral Home—Phone EDison 1213
700 Fifth Ave., Fort Worth, Texas

on a state program is that we have deliberately spent several months in research, and in studying comparable programs, both in the food industries and in other industries. The biggest flaw we found in such other programs is that they proposed too many theoretical activities and gimmicks which, in practical application, just couldn't be done. We have to remember that we're dealing with people, busy people who have their own problems to attend to. We simply can't expect ranchers or cow-town bankers to drop everything and become sales promotion men full time. The Texas cattle industry wants to run its own program and solve its own problems; we're going to do this chore ourselves, and we need all the help possible from all members of the industry, within reasonable limits.

During the next few months, we'll try to complete an organization throughout the state, with a TBC chairman in every county in the state. These chairmen can get cooperation from the industry locally, and can help expedite our program materials without too much of a burden on each individual.

The program is being financed through commitments from the 50-odd associations in the state who have a stake in the cattle business and who helped form the TBC, including the state purebred groups. The Texas & Southwestern Cattle Raisers Association, which fathered the program in its inception, is the largest financial contributor, of course. Additional pledges to help get the program off the ground are coming from auction barns, stock shows, commission firms, stock yards, state purebred breeder associations, and other segments of the industry. Many banks are assisting in the effort, knowing how important the cattle business is to the overall state economy. Eventually, we expected to arrive at a broad-based method of financing which will give every member of the industry a chance to participate.

We aren't going to try to do everything the first week. We'll try to pick up a few good ideas and a few effective projects, and try to do them well, instead of trying to ride away in all directions. In the first year, we'll try to set up a good schedule of publicity, stage a good special event, put out a lot of car stickers, and get cooperation from the retailers, restaurants, press, radio and TV people. If we do this, we believe it'll be a good beginning, and we believe it'll move some beef, too!

Spur Brucellosis Fight

A WARNING against slackening the fight against brucellosis in America's cattle herds was sounded at the American Veterinary Medical Association convention in Seattle.

"The apparent lessening of research activity in brucellosis is to be deplored," said a special report by the AVMA's national committee on this disease. "We must set the goal at eradication and not at merely keeping the disease under control."

Francis Miller Hereford Dispersal

SUMMARY

13 Bulls	\$ 20,090: avg.	\$1,545
176 Females	86,525: avg.	492
189 Head	106,615: avg.	564

THE dispersion sale of the Francis Miller Hereford herd was held at the ranch near Hayden, Colorado, on Monday and Tuesday, September 13 and 14. Breeders from Texas, Oklahoma, Washington, California, Utah, Idaho, Nebraska, Kansas, Wyoming, New Mexico and Colorado attended the dispersion.

Top of the sale was Zato Heir R 3rd, a 1944 son of H & D Tone Lad 105th. He went to Double L Ranch, Encinitas, Calif., for \$5,350. The second top of the sale was Zato Heir M 30th, a 1946 son of H & D Tone Lad 105th. He also went to the Double L Ranch, selling for \$3,100.

Top selling female was WR Duchess 227th, a 1947 daughter of Colorado Domino M 276th with a bull calf at side by ECF Blacky Aster. She sold for \$2,500 and also went to the Double L Ranch.

A cow and calf combination returned the next top price in the females when they sold for \$2,200. The cow, a daughter of MW Larry Mixer 1st, going to Anchor Hereford Ranch, Star, Idaho, for \$800 and her heifer calf, by Dandy Domino 129th, went to Eugene Lamb, Northridge, Calif., for \$1,400.

The largest buy was W. J. Largent & Son, Merkel, Texas, taking 29 head of females and many with calves at side. Other buyers from the Southwest were C. M. Largent, Jr., Mountainburg, Ark.; Dr. G. T. Hall, Big Spring, Texas, and James Kuykendahl, Cherokee, Texas.

Charles Corkle, H. B. Sager and Howard Schnell were the auctioneers.

Another Big American Royal Indicated

ENTRIES in the 1954 American Royal Livestock Show are expected to equal or surpass the number received last year, according to A. M. (Andy) Patterson, manager of the show. The fifty-sixth annual event will be held in Kansas City October 16-23.

Patterson's office is now engaged in classifying and tabulating entries in the open classes for which entries have closed. Patterson estimated that these would total 1,050 comprising Herefords, Shorthorns, Angus and Polled Shorthorns.

This year's show will be made up of 665 livestock classes, and 3,812 prizes, money and premiums will be awarded. Twenty-six judges of national reputation will determine winners in the various classes.

Entries in the American Royal horse show are still being received by E. C. Eggert, horse show manager. Eggert said that entries received to date indicate that the nation's top show horses will be on hand to compete for the coveted trophies and over \$50,000 in horse show premiums.



JHR PLUS RETURN 5th

One of our herd sires that is siring the kind of cattle ranchers and breeders demand.

SELLING IN THE HILL COUNTRY ASS'N SALE, MASON, TEXAS, OCTOBER 27th—

FOUR BULLS—Three by OJR Larry Domino 2nd and one by FT Proud Prince 112th. Two are coming two-year-olds and two are calves.

SELLING IN CAPITAL AREA SALE, AUSTIN, TEXAS, NOVEMBER 4th—

FOUR BULLS—One by JHR Plus Return 1st (Pictured) and three by OJR Larry Domino 2nd. One is a coming two-year-old and three are calves.

OUR HEREFORDS ARE BRED TO GIVE YOU SIZE, RUGGEDNESS, WEIGHT FOR AGE AND FLESHING ABILITY
—SEE OUR OFFERING AT THESE SALES.

LAZY E RANCH

ROUND MOUNTAIN, TEXAS

Mrs. Louis Ebeling, Owner

Jack Ebeling, Owner



Animal Husbandman Joins Woodward Station Staff

THE U. S. Southern Great Plains Field Station, Woodward, Okla., announces the arrival of A. L. Baker, animal husbandman, as a permanent addition to the station's technical staff. Baker is an experienced research investigator in the field of animal husbandry.

A native of Montana, Baker graduated from Montana State college at Bozeman in 1921 in the field of animal husbandry. After serving with the Marines in World War I, Baker spent 17 years as assistant superintendent of the U. S. Range Livestock Experiment Station at Miles City, Montana. Following that assignment, he was in charge of experiment stations at Ardmore, South Dakota; Jeanerette, Louisiana; and Front Royal, Virginia. For the past two and

one-half years he has been with the beef cattle research office in Denver, Colorado.

In his present assignment, Baker will conduct digestion trials with beef cattle on the native and introduced grasses of the southern Great Plains. He will also investigate fattening steers on grass, the supplemental feeding of calves prior to weaning, and the mineral requirements of beef cattle on native range in this region.

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KATTLE KALLER HORN

\$10⁹⁵

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The Kattle Kaller Horn is the greatest time-saver known to the livestock industry. It's a special horn made to call and gather cattle! Order yours today from Kallison's, the old country store.

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Kallison's Ranch

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KALLISON'S RANCH

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- Golden Nugget
- Numode
- Duke Mischief
- Choice Domino

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Rollie Neal, Mgr. Perry Kallison, Owner Jack Myers, Herdsman
Ranch Established 1910, San Antonio, Texas



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TO BE A MEMBER

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Around 40 head Registered Polled Hereford heifers, 25 yearlings and yearling past, 15 bred to a Polled grandson of Larry Domino 50th. In range condition, no scurs, priced for immediate sale. Also around 25 yearling bulls of excellent quality, including a few real herd bull prospects.

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Polled Hereford Ranch
Jacksboro, Texas
Call, write or write—
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Largest herd of Polled
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Visitors Welcome

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Featuring Mellow Mischief and
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WINKEL'S POLLED HEREFORD RANCH

Herd Sires

HHR Domestic Mischief 297th, by Domestic Mischief 6th; WPHR Domestic Woodrow, by Essar Domestic Woodrow; Domestic Anxiety 208th, by Domestic Anxiety 42nd; JFG Domestic Mischief 135th, by Domestic Mischief 97th.

J. W. Winkel — R. F. Winkel
LLANO, TEXAS

*There is no death. The stars go down
To rise upon some other shore.
And bright in Heaven's jeweled crown
They shine forevermore.*

J. L. McCreery

W. F. Cushing

W. F. "Cap" Cushing, early day cowboy and rancher, died at his home in Big Spring, Texas, August 24 at the age of 78. Cushing came to Texas from Boston at the age of 19 and went to work for Bob Sanderson who was a partner with Cushing's father, at the old Konohasset Ranch in Glasscock county. Cushing later became manager of the ranch. One of his ancestors was Chief Justice William Cushing who administered the oath of office to President George Washington. Survivors include three daughters, Mrs. Mary Stipp of Big Spring, Mrs. Virginia Holmes of Jacksonville, and Mrs. Constance Reque of Wichita, Kan.; one son, William E. Cushing of Clarendon; one sister, Sally C. Souther of Kohasset, Mass.; one brother, Richard W. Cushing of Chevy Chase, Md.; and three grandchildren.

J. P. Osborne

J. P. Osborne, rancher and cattleman of Pampa, Texas, was killed in an auto-

mobile accident near Kingfisher, Okla., August 29. He was 63 years old. The accident occurred during a severe thunder and hail storm when his car collided with another car. He is survived by his widow, Mrs. Mary Ola Osborne; two sons, J. P. Osborne Jr., Pampa, and Jack Osborne, Amarillo; two daughters, Mrs. Wylie Reynolds, Pampa, and Mrs. Karl Stevenson, Pampa; three brothers, John, Miami, N. R., Amarillo, and Jim, Tacoma, Wash.; three sisters, Mrs. Dosia Anderson, Pampa, Mrs. M. E. Wells, White Deer, and Mrs. Jennie Smoot, Lubbock; and six grandchildren.

Mrs. William Allison

Mrs. William Allison, wife of a prominent Marfa and Sonora ranchman, died August 19 after an illness of more than six months at the age of 34. Mrs. Allison was the former Miss Rena Glenn Shurley of Sonora. Survivors include the husband, two sons, Robert and Donald, all of Marfa; the parents, Mr. and Mrs. Merton G. Shurley of Christoval; one brother, Jack Shurley of El Paso, and her maternal grandmother, Mrs. Emma Howse of Christoval.

Isaac Jackson Wimberley

Isaac Jackson Wimberley, former Indian scout who three times drove cattle up the Chisholm Trail, died August 24 at his home in Llano, Texas at the age of 98. He was the oldest living man in

Llano county. He was born on a ranch near Wimberley which was named for his father and moved to Llano 54 years ago. Survivors include three daughters, Mrs. May Owen and Mrs. Hattie Stovall of Llano and Mrs. Betty Hardwick of Austin, six sons, V. T. Wimberley of Llano, George Wimberley of Uvalde, and A. J., Joe, John and Frank Wimberley, all of California; and a sister, Mrs. Lyda Hughes of Wimberley.

Mrs. Sol Kelly

Mrs. Sol Kelly, member of a prominent West Texas ranching family, died in San Angelo at the age of 59. Mrs. Kelly was the daughter of the late Mr. and Mrs. O. T. Word, an early day ranching family in West Sutton county. Mr. Kelly is a leading ranchman of Sutton county with interests near Sonora, Christoval, Llano and Mason, as well as in Colorado. Survivors include the husband, two sisters, Mrs. J. A. McGonagill of Marathon and Mrs. Nancy B. Wilson of Sonora. Also surviving are several nephews and nieces.

John H. Medlin

John H. Medlin, 79, pioneer New Mexico ranchman, died August 16 in Kermit, Texas hospital after an illness of several years. Medlin was born in Burnet county, Texas and moved to Oklahoma as a youth. He married Miss Bessie Gertrude Jones in Taloga, Okla. and the couple

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POLLED HEREFORD ROUND UP SALE

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TEXAS POLLED HEREFORD ASSOCIATION

9:00 o'Clock, Friday

October 15, 1954

Carlot Bull Barn of the Southwestern Exposition and Fat Stock Show

FORT WORTH, TEXAS

90
BULLS

234 LOTS

144
FEMALES

"Working Polled Herefords in Their Working Clothes"

RANGE BULLS;

COWS; COWS WITH CALVES; COWS WITH CALVES AND RE-BRED;
BRED HEIFERS; AND OPEN HEIFERS

Right Out of the Pastures of Texas Breeders, Come These Fine Polled Herefords,
Not Pampered; Not Stall-Raised; Not Halter Broke.

"Could Be Some Bargains Here"

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SUEL HILL, Chairman
Sale Committee
Fairfield, Texas



THIS IS NO BULL

Hundreds of bulls will sell at bargain prices in this BIG SALE. Sellers sacrifice! Buyers' opportunity! Herd Bulls, Range Bulls, selling singly and in groups—one or a carload. Also selling hundreds of females—You name your OWN PRICE!

HUNDREDS OF BULLS

Herd Bulls—Range Bulls
All Ages—All Kinds

HUNDREDS OF FEMALES

Cows—Cows and Calves
Bred and Open Heifers

TEXAS HEREFORD ROUND-UP SALE

Fort Worth, Texas

BULL BARN — STOCK SHOW

COME EARLY — ALL CATTLE MAY SELL FIRST DAY

NOV.
22-23

STARTS
9:00 A.M.

Sponsored by TEXAS HEREFORD ASSN

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HENRY ELDER Sec. Mgr.

PRINCE DOMINO RETURN BREEDING

the **DEPENDABLE** blood... **PRICED TO SELL:**

50 HEIFERS, 50 BULL CALVES — All weaned — some to 10 months old—all in strong condition.

12 HEIFERS, 18 BULLS — Short two-year-olds—all out of dams of Prince Domino Return breeding.

24 COWS — 14 cows, 8-year-olds, Real Prince Domino 51st breeding. 10 cows, 8 years and up, old-time Harrisdale breeding. All bred to calve in October.

Here's an opportunity to buy excellent individuals of the most dependable breeding. All of the cattle listed above are in pasture condition—not highly fitted but the dependable breeding that produces profitable calves is there. These cattle are priced to sell!

BURSEY'S HEREFORD FARM

Mrs. E. H. Bursey, Owner ★ Fred Bursey, Manager ★ Phone: Fort Worth VA-7897

LOCATION; Farm on Hy. U. S. 377 just 2 miles south of Keller and 6 miles northeast of Fort Worth, Texas

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BOOT & SADDLE
CATALOG

moved to Jal, N. M. in a covered wagon where they homesteaded in 1914. Survivors include his wife; four daughters, Mrs. Tom Marion and Mrs. Beulah Baird, both of Kermit, Mrs. George Davis of Cisco and Mrs. W. E. Hollis of Pecos; two sons, Albert Medlin of Andrews and J. H. Medlin of Kerrville; three sisters, Mrs. Jim Key of Lamesa, Mrs. Ethel Hale of Fort Worth and Mrs. Harry Hughes of Seminole; two brothers, Roy Medlin of Loop and Alvin Medlin of Fort Worth; 13 grandchildren and three great-grandchildren.

Mrs. Sadie Weddell

Mrs. Sadie Weddell, widow of James Weddell a pioneer Texas ranchman, died in San Angelo August 29 at the age of 86. Mrs. Weddell was born in Wisconsin and came to Texas with her family in 1877 going first to San Antonio and then to Tom Green county a year later. She married James Weddell at Christoval in 1889 and moved to the Weddell ranch near Water Valley where a colony of English and Scottish people had settled and gone into the ranch business. At the time of her death Mrs. Weddell owned land in Tom Green, Schleicher and Reagan counties. The Reagan county land, most of which she gave to her children some years ago, is in the Spraberry oil field. She is survived by two sisters, Mrs. John G. Shepperson and Mrs. Hector McKenzie; a brother, Will C. Jones; two sons, George J. Weddell and W. C. J. Weddell, both of Water Valley; one daughter, Mrs. Homer Haby, Brady; and grandchildren, Sarah Elizabeth Hicks and Lin Weddell Hicks both of Ozona; Mrs. L. W. Puckitt Jr., San Angelo; Mrs. George B. Cisco, Water Valley; Mrs. William Prater, Wichita Falls; James B. Weddell, Water Valley; George P. Weddell, Water Valley and Homer Howard Haby Jr., Brady.

T. W. Lee

T. W. Lee, oil man, rancher and financier of Gladewater, Texas, died September 2, after an illness of about two months at the age of 59. Lee was publisher of the Gladewater Daily Mirror, operated Radio Station KSLJ and owned extensive holdings in East Texas and the Lower Rio Grande Valley. He is survived by his widow; his mother, Mrs. Annie Lee, Longview; and two brothers, Claude Lee of Gladewater and Jesse Lee of Longview.

Mr. and Mrs. J. K. Burson

Joseph Kline Burson, 34, and his wife, Mrs. Kaleta Humphreys Burson, 40, of Liberty, Texas, were killed September 18 when the plane in which they were flying crashed into the mountains near Lenhartsville, Pa. Burson was a rancher and manager of the Seven Pines Estate left by Mrs. Burson's late father, Col. R. W. Humphreys. The Bursons were both interested in the theater. Burson met his wife while she was directing a play in Waco in which he had the leading role. Mrs. Burson recently completed a ten-week engagement at the Alley Thea-

ter in Houston. They were flying in their own Cessna airplane and had taken off from Harrisburg, Pa., airport and were destined for Allentown, 90 miles away, when the plane crashed.

Mr. Burson is survived by his parents, Mr. and Mrs. Bland Burson of Channing; a brother, Ned Burson, Channing; paternal grandparents, Mr. and Mrs. John Burson, Mineral Wells, and grandmother, Mrs. Una Burson, Silverton.

John L. Hill

John L. Hill, rancher of Amarillo, Texas, died September 13 at the age of 64. Hill was born near Clayton, N. M. and operated ranch property near Tucumcari until a few years ago when he moved his operations to Seminole, Texas. He is survived by his wife, Mrs. Cyrene Hill, of Amarillo; a daughter, Mrs. Jerry Baker, Colorado Springs, Colo., and a son, John O. Hill, of Seminole. He also leaves two sisters, Mrs. L. H. Estes, Wichita Falls, and Mrs. F. O. Reed, Boulder, Colo.

W. F. Hamilton

W. F. Hamilton, father of W. B. Hamilton, Wichita Falls, Texas, one of the owners of T-Bone Ranch, died in a Dallas Hospital August 25 after a short illness at the age of 90. Hamilton, despite his age, had been active in the real estate business until about six days before his death. Hamilton came to Texas from Alabama in 1904 and moved from Fort Worth to Dallas in 1928. Other survi-

vors include the widow; and a daughter, Mrs. L. R. Mitchell, Dallas.

Jesse Farquhar

Jesse Farquhar, farmer and famous hunter of Edna, Texas, died recently after a brief illness at the age of 55. Farquhar was chief of the Edna Fire Department, the second of only two chiefs in the history of the department. Survivors include two children, Jesse Carlton Farquhar, Jr., and Wallace Lee Farquhar; three brothers, J. W. Farquhar of Kingsville, W. R. Farquhar of Edna and C. J. Farquhar of West Columbia, and two sisters, Mrs. Nora Minton of Houston and Mrs. L. A. McFeron of La-Ward.

George William Reynolds

George William Reynolds, lifelong resident of South Texas, died August 21 at his ranch home near Orange, Texas after a lengthy illness at the age of 58. Reynolds was born in Duval county, Texas and had lived all of his life in the Jim Wells county area. Survivors include his wife; a son, Joe W. Reynolds of the Reynolds ranch; a daughter, Mrs. Dorothea Brown, Chicago, Ill., a step-daughter, Mrs. Laura Hurst, San Antonio; a sister, Mrs. Gertrude Hoffhines, Alice, Texas and seven grandchildren.

William Lee Harrington

William Lee Harrington, manager of the Petan Ranch holdings in the southern part of Presidio county, died recently at

the ranch following a heart attack. He was 66 years old. Harrington was born at Madisonville, Texas and moved to Alpine in 1911 where he bought a ranch which he operated for many years. He had been associated with the ranching business in the Marfa area the last 27 years. Survivors include his wife and two sons, James Lee Harrington, who was assistant to his father in the management of the Petan ranch and William Palmer Harrington, a student of Texas Technological College.

Mrs. Ann Shultz

Mrs. Ann Shultz, wife of the late W. O. Shultz, Fort Worth livestock commission man and cattle man, died at her home in Fort Worth September 6 after falling and striking her head on a magazine stand. Shultz, who was president of the Cassidy Commission Company, died in 1952. Survivors include a daughter, Sally Ann, a student at the University of Texas; three children by her first marriage, Mrs. Carter King of Albany, Texas; James Chauncey of Hobbs, N. M. and another daughter living at Columbus, Ohio.

Lawrence Jacob Fulton

Lawrence Jacob Fulton, of Wildorado, Texas, died August 27 in an Amarillo hospital at the age of 64. Fulton operated a stock farm south of Amarillo for about 25 years and had been a resident of Wildorado since 1939. He came to the Panhandle from Indiana when he was 18 years old. He is survived by his wife;

OUR 4th PRODUCTION SALE DEC. 13

THOSE OF YOU

Who attended our January sale know that the quality was there, and you will have an even better opportunity in our December Sale, Dec. 13.



HERD SIRES

PKR ZATO HEIR 26
PKR ROYAL DANDY 26
MW LARRY DOMINO 148
MW LARRY DOMINO 172
WHR PAT MIXER 29
AND OTHERS

★ OFFERING ★

BRED HEIFERS ★ **OPEN HEIFERS**
SERVICEABLE AGE BULLS, HERD SIRE PROSPECTS

Range bull sale will immediately follow our Quality Sale

PAR-KER RANCH CHELSEA, OKLAHOMA

Paradise Valley Ranch Annual Sale

"Top Quality" Registered Herefords
FRIDAY, OCTOBER 15

At the RANCH, UNDER COVER
HENNESSEY, OKLAHOMA
50 head SELL



- 17 coming 2-year-old rugged bulls, HERD BULL PROSPECTS, and "TOP QUALITY" RANGE BULLS, some folks say, they show more BEEFINESS and RUGGEDNESS than the well accepted offering in our last year's sale.
- 15 BRED heifers, coming three-year-olds, the calves will be their first. Bred to a SON of T. ROYAL RUPERT 60th, and a SON of a FULL BROTHER of MW LARRY DOMINO 37th.
- 15 coming two-year-old heifers OPEN the same WELL DEVELOPED KIND we have always offered.
- Some TOP BULL AND HEIFER CALVES.

All of the SALE CATTLE are from our HAZLETT-TURNER LARRY DOMINO herd sires; we believe you will like them. GOOD, well-developed cattle, we like the breeding of TURNER and BRIDWELL Ranches, and invite you to come at any time and see what we have to sell—OCTOBER 15.

LUNCH WILL BE served by HARMONY METHODIST LADIES

PARADISE VALLEY RANCH ON THE CIMARRON
D. G. DAWSON, Owner Phone 9 HENNESSEY, OKLAHOMA



Everyone knows it is a BUYER'S MARKET in the cow business these days. The B-I-G Texas Hereford Round-Up Sale will afford buyers an unusual opportunity to purchase good registered Herefords at really bargain prices. Some of the best females that will sell at auction in Texas this year will be sold in this sale.

HUNDREDS OF BULLS
Herd Bulls—Range Bulls
All Ages—All Kinds

HUNDREDS OF FEMALES
Cows—Cows and Calves
Bred and Open Heifers

TEXAS HEREFORD ROUND-UP SALE

Fort Worth, Texas
BULL BARN — STOCK SHOW

COME EARLY — ALL CATTLE MAY SELL FIRST DAY

Sponsored by TEXAS HEREFORD ASSN.

1101 Burk Burnett Bldg. — Fort Worth

HENRY ELDER Sec.-Mgr.

NOV.
22-23

STARTS
9:00 A.M.

PROTECT CATTLE INTERESTS

Write for further information



PROMOTE CATTLE INDUSTRY

410 East Weatherford, Fort Worth

three daughters, Mrs. Elmer Mason, Wildorado; Mrs. Earl Norman, Amarillo, and Mrs. Wesley Werner, Garden City, Kan.; two sons, Lawrence Fulton, Jr., Dallas, and Robert J. Fulton, Wildorado; a brother, H. R. Fulton, Canyon, and a sister, Mrs. H. M. Adkisson, Amarillo.

W. G. Currie

W. G. "Bill" Currie, pioneer Concho county ranchman, died in a San Angelo hospital September 8 at the age of 82. Currie came to Concho county in 1879 and was married to Minnie Dulaney in 1895. He did extensive ranching in Concho and Tom Green counties and lived in Paint Rock the last few years. Survivors include the wife; four sons, Herbert of Coleman, and Bill, Roy and Floy of Paint Rock; five daughters, Miss Pearl Currie, Mrs. Willard Estep and Mrs. Ed Mosteller, all of Paint Rock, Mrs. Carroll King of Austin and Mrs. Sam Malone, Jr., of Pampa; nine grandchildren and three great-grandchildren.

W. W. Burnett

W. W. Burnett, farmer and cattleman of Dumas, Texas, was found dead in his car on a county road in northeastern Moore County, September 26, apparently having suffered a stroke while driving. His car had turned over several times. Burnett, who was 67 years old, had been Moore County Commissioner for 12 years and was widely known as a wheat farmer and cattleman. He is survived by his wife, three brothers, Lucian and George Burnett, Dumas; Jim Burnett, Lamar, Colo.; two sisters, Mrs. E. A. Thomas, Amarillo; Mrs. Albert McMurry, Dumas; two sons, Jack and W. B. Burnett, Dumas; and two daughters, Mrs. Thurman Fisher, Dumas; Mrs. Marthlyn Chism, San Antonio.

CORRECTION

In reporting the death of Mrs. Annie Gross in the August issue the initial of her husband was given as L. instead of I. We regret this error and take this means of correcting it.—The Editor.

WANTED: BACK ISSUES OF THE CATTLEMAN

The American Hereford Association is establishing a library in their new headquarters at Kansas City and is anxious to receive back copies of The Cattleman, preferably bound volumes, if available. They have bound volumes for the years 1931-1932 and 1933-1934 and from 1942 to 1954, and are interested in complete sets for the other years since 1914. Anyone having such copies or volumes please write to The Cattleman stating the copies you have and if you desire to donate them to the American Hereford Association Library, if not what price you are asking for them.—The Editor.

Meat Packers Promote Beef

**The American Meat Institute Cooperates With U.S.D.A.,
Producer Groups and Retailers to Increase
Demand for Meat**

IN ANTICIPATION of what may be the biggest cattle run in history, the American Meat Institute has in the making a wide-scale promotion campaign in cooperation with the U. S. Department of Agriculture, producer groups and retail food organizations, designed to increase the over-all demand for beef. It is hoped that this campaign, in which the National Live Stock and Meat Board actively is cooperating, will be instrumental in helping to avoid difficulty with heavy supplies in the fall, fostered partly by drouth conditions in 12 states.

The Institute's aggressive program, blueprints for which were drawn up weeks ago, is aimed at all mediums of communication—newspapers, magazines, television and radio. News releases for food editors, along with how-to-do photographs and recipes, are being prepared for distribution by Institute offices in Chicago and New York. Advance features already have been placed with publications and news syndicates reaching millions of consumers.

In addition, the Institute is making special poster and point-of-sale material

available for distribution by retailers throughout the nation.

"With 39.7 million head of cattle expected to be marketed this year—about three million head or 8 per cent above the previous all-time high of 1953—it is obvious that vigorous positive steps must be taken in order to make the nation's housewives realize that plentiful beef supplies are available for her market basket," the Institute declared.

At a press luncheon jointly sponsored by the Institute and the United Fresh Fruit and Vegetable Association held recently in New York, Secretary of Agriculture Benson launched the general all-out promotion which will feature beef stew. The Secretary pointed up the advantages of the livestock and meat industry helping itself instead of pleading for government aid through subsidies, etc.

Besides preparing its usual news releases explaining price fluctuations and the fact that beef is a good buy for the consumer because of heavy supplies, the Institute will make available an Economy Beef Promotion Master Kit. One of the

features of this kit is a full-page sheet of 30 mats along with material for 64 suggested newspaper advertising layouts and full instructions on how to use them. Copies of "Cuts and Slices," the Institute's publication tailored to fit the needs of newspaper food editors, and stories with a local twist bearing on the promotion program, will also be included in the kit for newspaper use.

Material in the kit designed for television use will include sets of dull finish photographs dealing with economy beef dishes and appropriate copy, plus beautiful beef color plates which show the many different cuts of beef obtained from a carcass.

A set of economy beef commercials and copies of "Meaty Fillers," another Institute publication designed to supply up-to-the-minute information on buying, cooking and serving meat, are items included in the kit for radio and television use.

A large four-color poster dealing with the braising cuts of beef and four price streamers on hamburger, pot roast, beef stew, and round steak are "store promotion" items in the kit intended for use by food retailers.

With all segments of the meat industry pulling together in the beef promotion campaign, it is hoped that sharp fluctuations in cattle prices may be minimized this year.

The brand is the cattleman's coat of arms. Is yours recorded?

NOW IS THE TIME TO BUY!

THE OPPORTUNITY TO BUY TOP QUALITY HEREFORDS AT REASONABLE PRICES IS YOURS AT OUR

4th

PRODUCTION SALE

DEC. 13th

PAR-KER RANCH



CHELSEA, OKLA.



Dr. Rogers' CUBE POWDER

KILLS CATTLE GRUBS!

You can control dangerous Ox Warbles (Cattle Grubs) with DR. ROGERS' CUBE POWDER. It contains Rotenone, the most effective warble killer. Use DR. ROGERS' CUBE POWDER in a spray or dip with DR. ROGERS' INSECTICIDES to give complete insect control in one application. If you prefer a ready-mixed powder use DR. ROGERS' OX WARBLE POWDER.

TEXAS PHENOTHIAZINE CO.

(BOX 4186)

FORT WORTH



DOMESTIC LAMPLIGHTER 48th 4326518, a good son of the famous Domestic Lamplighter 2626312. He was purchased at the top of the Anxiety Hereford Breeders' sale in 1945.

A straight line to everything desirable

The pedigree of Domestic Lamplighter 48th runs back 8 times to the noted Prince Domino Mischief 1003879. You have a straight line to desirability in Hereford breeding. He is straight Anxiety 4th breeding and is the sire of many of our good young cows whose dams are of similar bloodlines. We specialize in bulls for commercial producers which are repeat customers from time to time.

FOR SALE We have some good yearling bulls and heifers, with size, bone and quality, range raised and range conditioned.

IRISWELL RANCHES

J. S. Criswell, Owner, Graham, Texas

Randal Hamby, Foreman, Seymour, Texas

LIVESTOCK, LIVESTOCK INSURANCE - RANCHES, RANCH LOANS

FOR SALE NOW—Choice registered Hereford cows, bred heifers, open heifers and heifer calves. All of good CLEAN pedigrees. Priced to sell.

JOHN C. BURNS, Fort Worth 2, Texas

1205 Burk Burnett Building

Phones: Office ED-9546, Res. PE-3245

Grassland Farming Program In Jacksonville, Fla., Nov. 13-14

THE Joint Committee on Grassland Farming and the Soil Conservation Society of America are sponsoring a grassland program at Jacksonville, Fla., November 13-14, which should be of interest to farmers, ranchers and dairy-men in the deep south. Speakers of national reputation are included on the program. The first day will be taken over by morning and afternoon tours to farms in the vicinity of Jacksonville, including the Gustafson dairy near Green Cove Springs, one of the largest privately owned dairies in Florida with 1,200 milking cows and a 500-acre beef ranch 15 miles west of Jacksonville.

The speaking program on November 14 follows:

Morning Program

"Day Length and Crop Production," H. A. Borthwick, United States Department of Agriculture, Beltsville, Maryland. "Potentialities of Coastal Plain Grasslands with Heavy Fertilization," G. W. Burton, Georgia Coastal Plain Experiment Station and University of Georgia, Tifton, Georgia. "Lessons from Pasture Studies in Florida, Iowa, and Kansas," Gordon B. Killinger, University of Florida, Gainesville, Florida. "Trace Elements in Animal Nutrition in Florida," G. K. Davis, University of Florida, Gainesville, Florida.

Afternoon Program

"Year-Round Forage Program for Georgia," B. H. Hendrickson, Soil Conservation Service, Watkinsville, Georgia. "The Range Cattle Industry in Florida," W. G. Kirk, University of Florida Experiment Station, Ona, Florida. "The Dairy Industry of the South," Herman Boyd, President Florida Dairy Association, Holl and Boyd Dairy Farms, Inc., Miami, Florida. "The Future of Beef Cattle Industry in the South," Irlo Bronson, Kissimmee, Florida, formerly president, Florida Cattlemen's Association, State Senator, and cattle rancher.

The Soil Conservation Society of America will hold its regular annual meeting following the grassland farming program.

Loss of Blood Gives Resistance to Parasite

SHEEP recovering from stomach worm infections are more resistant to future worm attacks. Experiment Station researchers at the University of Wisconsin say that at least some of this resistance may develop as a result of the animal's continual loss of blood during the first infection.

The Cattleman

Established 1914

OWNED BY CATTLEMEN
PUBLISHED BY CATTLEMEN
READ BY CATTLEMEN

Write for information about the Texas and Southwestern Cattle Raisers Association, Henry Bell, Sec'y, Fort Worth.



**GULF COAST
HEREFORD
BREEDERS
ASSOCIATION**



**SALE
50**

Bulls

Females

Wednesday, November 3

Show - 9:00 a. m.

Sale - 1:00 p. m.

Brenham, Texas

Offering 50 Head of Horned and Polled Quality Herefords of Popular Bloodlines. All cattle in this sale were raised on the Gulf Coast. There are many herd bull prospects and foundation females in this offering.

CONSIGNORS

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Dwarfism in Beef Cattle

A Review of Studies on This Problem Which is Perplexing Many Cattle Breeders, Reported at the 28th Annual Livestock Feeders' Day at Oklahoma A. & M. College, April 17, 1954.

By DOYLE CHAMBERS, T. J. MARLOWE, AND J. A. WHATLEY, JR.
Oklahoma A. & M. College

DURING recent years one of the most pressing problems to confront the beef cattle industry has been the increased occurrence of dwarf calves among the progeny of cattle which themselves have appeared normal. Because these calves, often referred to by breeders as "freaks" or "throw-backs," grow very slowly and are low in viability, their occurrence represents a real economic loss to the breeder. Opinions as to the cause of this condition have varied widely among persons interested in the industry. Likewise, conflicting solutions to the problem have been proposed. Because of the widespread interest in the problem it was felt that a review of the studies which have been related to this problem might be in order.

The Occurrence of Dwarfism

Hereditary types of dwarfism have been known for many years in many different species of plants and animals. Gregor Mendel, the father of the science of genetics as we know it today, reported in his original papers in 1866 that the difference between tall and dwarf varieties of garden peas was due to a difference of one pair of genes with the dwarf factor being recessive in its effect. New "combine-type" (dwarf) grain sorghums have been produced in recent years as a result of selection for hereditary factors for smaller size within that species.

Hereditary types of dwarfism have

been reported from time to time also in most of the animal species including, among others, mice, chickens, pigs, sheep, dogs, cattle, and man. Dwarfism has been reported in all of the major breeds of beef cattle, and in some of the dairy breeds. Lush (1930) reported the occurrence of some "duck-legged" cattle in Texas; Craft and Orr (1924) reported the occurrence of "an undersized Hereford steer" in Oklahoma having "a general dwarf-like appearance, short and irregularly curved legs, abnormally large joints, short and thickened face, and a nervous disposition." Johnson et al. (1950) reported an hereditary type of dwarfism which occurred in a purebred Hereford herd in South Dakota. Baker, et al. (1950) reported a recessive type of dwarfism in Aberdeen-Angus cattle. Lindley (1951) described "midget" Hereford cattle in Washington. Cole and Moore (1942) described a condition in Holstein cattle in Michigan which appears to be similar to dwarfism in the beef breeds while Mead, et al. (1942, 1946) reported dwarfism in Jersey herds in California. Others have reported various types of dwarfism among other breeds and types of cattle in other countries including England, Africa, Norway, Sweden, and Russia.

Description of the Dwarf

Although no one set of symptoms is likely to be manifest in all dwarf calves

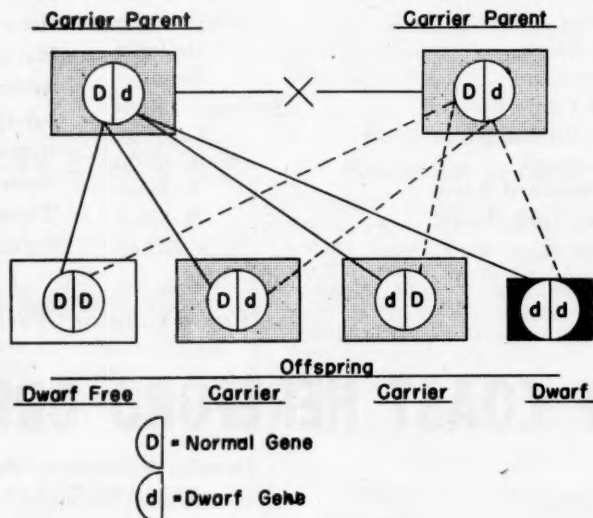


Figure 1—Progeny expected when dwarf carriers are mated.

and no one dwarf calf is likely to express all of the symptoms associated with dwarfism, some of the most common characteristics of dwarf calves will be given because it is known that many breeders have never seen a dwarf calf. It must be admitted here that dwarf calves vary not only in the types of abnormalities exhibited but also in the degrees of expression of these same abnormalities. Some of the more extreme dwarf calves are born dead, or even aborted, while others appear at an early age to be "outstanding prospects."

One of the traits most often noted is an abnormality of the head. Most dwarf calves have bulging foreheads, short, wide muzzles, "undershot" jaws and prominent eyes. The calves usually have a very "blocky build," being extremely short legged, heavy boned, and thick. They are often weak at birth and many cannot stand alone until after they have been helped to suckle. Some are still-born. Some of the calves lack coordination and weave along while trying to walk. Others appear to be dizzy and lie down most of the time. Some dwarf calves have extremely crooked legs at birth, but they may straighten up during the first two or three months. Some dwarfs, particularly those of Angus breeding, are much more irritable ("hot-blooded") and fewer of these lack coordination of movement. If the dwarf calves live and have access to plenty of milk, they usually gain weight and fatten quite rapidly for the first two or three months after which they often develop a "pot-belly" and begin to lose flesh. Heavy or labored breathing is often quite noticeable at this time. They are inclined to be chronic bloaters and many die as a result.

Detailed anatomical studies have revealed that many of the dwarf calves have an internal hydrocephalus (excess fluid accumulations in the lateral ventricles of the brain). This is thought to be associated with the bulging foreheads and perhaps with some of the other outward characteristics of the dwarf calf. Vari-

ous researchers have observed abnormalities of some of the endocrine organs including the pituitary, thyroid, and adrenal glands. Carroll, et al. (1951) reported a gross deficiency of thyrotropic hormone in dwarf cattle pituitaries. In studies at the Oklahoma Station, however, workers have failed to confirm this finding. Other experiments have indicated an abnormal function of one or more of the major endocrine organs, but here again the results have not been consistent. Attempts to stimulate normal development of dwarf calves by the injection or implantation of hormones have not been successful.

Genetic Studies

As long as dwarf calves were rare, breeders apparently did not give much thought to the possible reasons for their occurrence. As they became more numerous, however, it was noted that they occurred more frequently in some lines of breeding than in others, even under comparable environmental conditions. This suggested that dwarfism might be due to hereditary factors. The experiences of established breeders who have observed their first dwarf calves are remarkably alike. The dwarf usually first occurred in the second generation after the introduction of a new herd bull. The new bull had perhaps never sired a dwarf calf in that herd, but when his daughters were mated either back to him, to one of his sons, or to another bull of similar breeding, dwarf calves began to appear. This gave rise to a belief that these dwarf calves were the result of the "close matings" which were being made. New breeders who were purchasing herds sometimes found that they too were obtaining some dwarf calves from certain matings. It was noted, however, that it was not necessary that the two parents of a dwarf calf be closely related. Sometimes rather wide out-crosses resulted in a dwarf calf being produced. Even a few crossbred dwarf calves were reported. In

(Continued on Page 118)

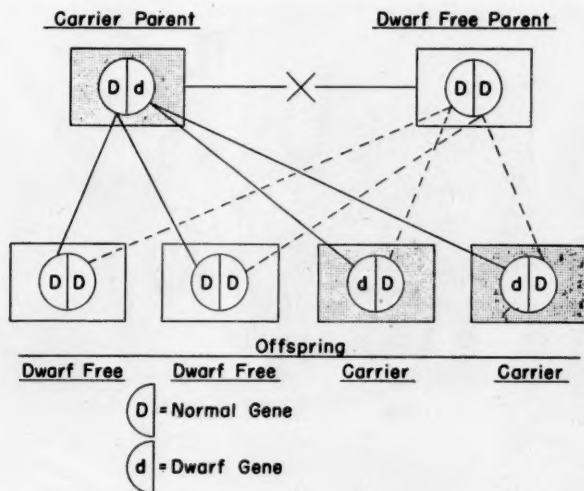


Figure 2—Progeny expected when dwarf-free and carrier animals are mated.

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By MONTE FOREMAN

USUALLY, in "PHOTO ANALYSIS," multiple sequence pictures, it is the mistakes that show up like a sore thumb, but even though the faults help us to learn, it is much more gratifying to photograph a top job—especially if you had coached both horse and rider.

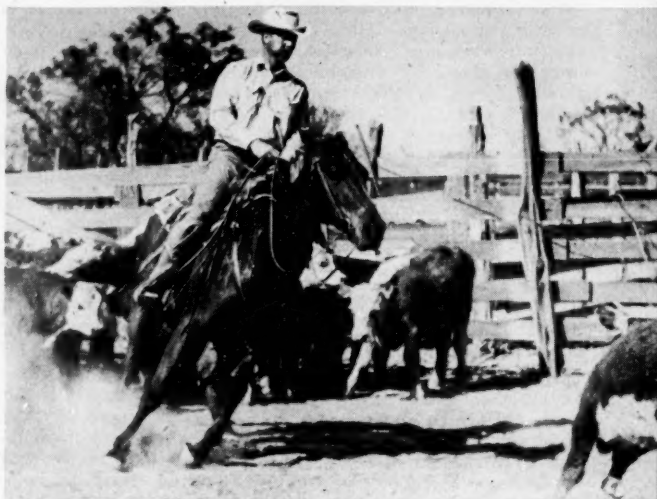
Here's cutting horse riding, and work,—the best I've ever photographed so far—done by my ex-boss and friend, Louis Lee (Bob) Farr III, Superintendent of The Sawyer Cattle Company interests in Texas and New Mexico, mounted on "Bay Joe."

To better appreciate this particular work, you should have several sequences of different horses—and riders—to lay out for comparison as I do (many taken during contests). You could then see—as J. R. Williams puts it in one of his "OUT OUR WAY" cartoons—that Bob and Joe are "AT THE RIGHT PLACE; AT THE RIGHT TIME; WITH THE LEAST AMOUNT OF FUSS!"

A few copies of Horse Handling Science, Volumes I and II are still available at \$1.00 each. Send check or M. O. to Special Book Dept, 410 East Weatherford, Fort Worth. Volume III will be printed soon—watch for it!



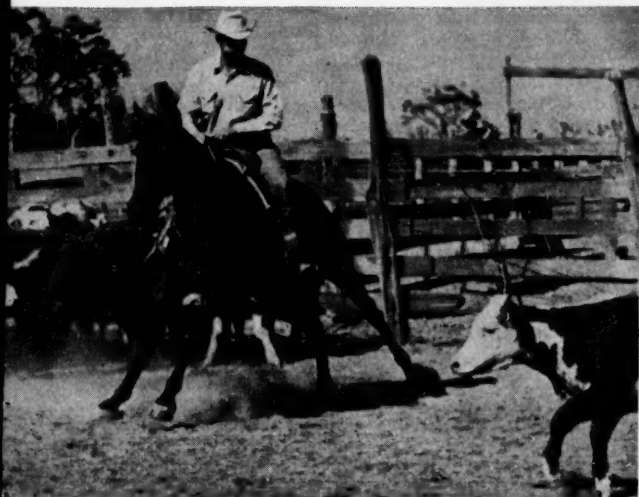
1. After bringing the heifer out of the herd she turns . . .



4. Rolls back again . . .



7. And turns her out



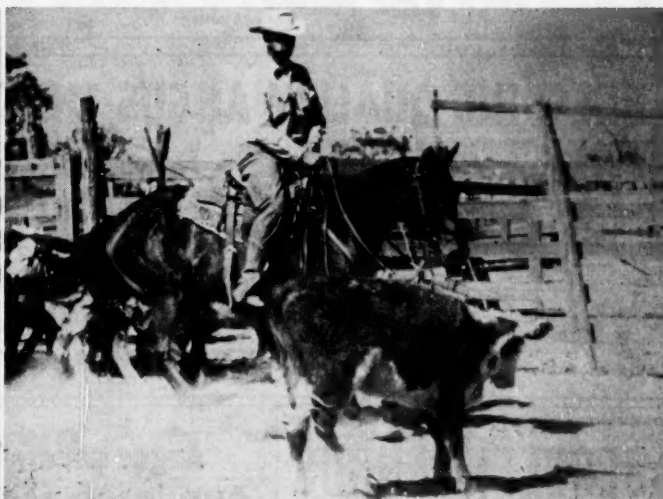
2. "Bay Joe" rolls back over his hocks and falls away from her slightly . . .



3. Then blocks . . .



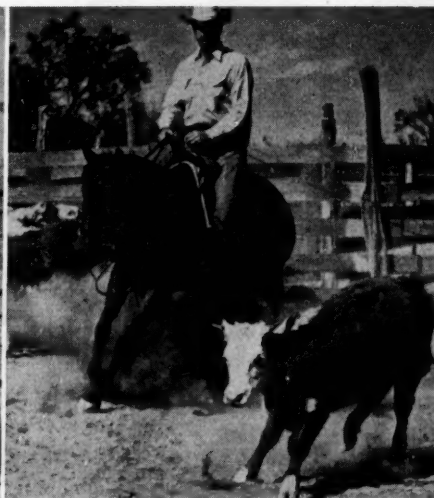
5. Blocks . . .



6. "Locking eyeballs with her again" . . .



8. Back over his hocks again.



9. For "blocking position" for the turn-out.



10. She has no place to go, except out. The work is done!

Dwarfism

(Continued from Page 115)

1950 Johnson, et al, described an hereditary type of dwarfism in a Hereford herd in South Dakota. They suggested that cattle could have three different genetic makeups (genotypes). Dwarf calves supposedly contained two recessive factors for dwarfism while normal animals either contained two dominant factors for normality or contained one dominant factor for normality and one recessive factor for dwarfism.

Since each parent contributes one-half of its hereditary factors to each offspring, it was reasoned that a dwarf calf (symbolized by the two letters "dd") must have received one of these dwarf factors "d" from each of its two parents. Since the two parents were not dwarfs,

they must each have contained both a dwarf factor "d" and a normal factor which could be designated by the letter "D." Parents of dwarf (dd) calves then must be of the genotype (Dd) if they were not dwarfs themselves. Normal cattle which were pure for the normal gene "D" would be designated with the genotype (DD), and they could not possibly produce dwarf offspring even when bred to carrier (Dd) or dwarf (dd) individuals according to this theory. Two carrier (Dd) animals would be expected to produce some offspring free of the dwarf gene (DD), some carriers (Dd) and some dwarfs (dd). The frequency of the three genetic types expected from mating carrier (Dd) males and females would be 25% DD (clean) 50% Dd (carriers) and 25% dd (dwarfs). See Figure 1. Similarly, a carrier male (Dd) when mated

with clean females (DD) would be expected to produce 50% clean (DD) offspring and 50% carriers (Dd) but no dwarfs (dd). See Figure 2.

In 1952 Lush and Hazel published the results of the most extensive genetic study yet conducted to test the theory presented above. The data were collected from a large number of breeders with the cooperation of the breed association and included the complete breeding records involving hundreds of matings. In order to remove much of the bias in such records they eliminated from further consideration the first dwarf calf sired by a bull and all of his normal calves which preceded it. They likewise eliminated the first dwarf calf and all preceding normal calves which were produced by a cow. The first dwarf was considered the evidence that either a

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bull or cow was capable of transmitting a dwarf factor to his or her offspring. They then counted all of the calves, both normal and dwarf, which were later produced by the mating of two parents each of which had been known to have produced a dwarf calf. A summary of this study revealed that in these herds a total of 266 countable offspring from such matings had been dropped. There had been 197 normal and 69 dwarf calves in this group which is very close to a ratio of three normal calves to one dwarf. These results are expected if dwarfism is due to a simple recessive factor as suggested earlier. The 69 dwarf calves would be of the genotype (dd) and constitute approximately 25% of the offspring produced by proven carrier parents. The 197 offspring which appeared to be normal would according to this theory consist of some (one-third of them) which were of the genotype (DD) and therefore free of the dwarf gene and others (two-thirds of them) which were of the carrier genotype (Dd). This study was confined to purebred Hereford herds of conventional type and breeding and did not include herds of "Comprest" or "Compact" breeding.

Limited studies of data collected from other herds and in other breeds seem to indicate that the same interpretation might also satisfactorily fit observed results in these other herds and breeds. The fact that a few crossbred dwarf calves have been produced by the mating of known carrier animals of different breeds suggests that perhaps the dwarf gene may be the same in the different breeds involved. This observation needs to be checked more extensively by making more matings between known carriers of the different breeds to establish ratios more conclusively. Matings of the "Comprest" strains of cattle with proven carriers of the conventional types need also to be carried out to determine the relationship of the dwarf gene of conventional cattle to the gene for "comprestness." A knowledge of these relationships will be helpful when setting up a progeny testing program.

Why Has the Frequency of Dwarf Calves Increased?

It has been suggested, and it is undoubtedly true, that the number of dwarf calves has been increasing rapidly during the past ten years. If the genetic explanation given in this article is correct, one would expect this to happen only if breeders were favoring those animals which are carriers (Dd) in their selection programs over those which are clean (DD). Johnson, et al. (1950) suggested that perhaps the dwarf gene did express itself to some degree in the carrier animals (Dd) so that breeders might be able to select for breeding these carriers over their clean (DD) brothers or sisters. This view has been shared by others, but the difficult problem has been the identification and measurement of this effect accurately enough to permit one to distinguish between the carrier and clean animals. It is true that if the carrier animals happened to appeal to a breeder in

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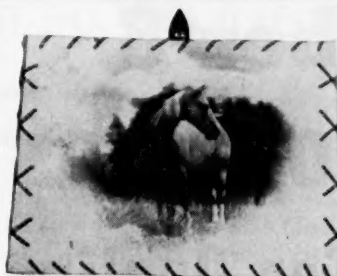
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some one or more traits because of the presence of this dwarf gene, he would be able to select herd bulls and female replacements which are carriers and cull their non-dwarf carrying counterparts. Some of the effects of this gene's action which have been suggested from time to time cover nearly every trait for which breeders have thought they were selecting. Those traits have included such things as shape of head, body size, length of leg, fleshing qualities, age at maturity, disposition, and numerous others. An effort on the part of a group of breeder-judges to pick out the known carrier cows in herds which were unknown to them failed to show that they had any ability to pick the proven carrier cows by looking at them. This failure could have resulted because the judges did not agree as to what traits might be associated with the dwarf gene, or because none of the important physical features observed by the judges are consistently expressed in the carrier cows.

It is possible that breeders could have selected for the dwarf gene accidentally. If the gene had occurred in a particularly popular sire, it would have spread very rapidly into many herds because of the great demand for his sons and grandsons. This explanation seems highly improbable in view of the fact that the incidence of dwarfism has been increasing simultaneously within the past few years in different breeds.

If the carriers were actually preferred for some reason, and if breeders were



Frogette, grand champion Quarter Horse mare, Wyoming State Fair, owned by C. G. Whitcomb, Sterling, Colo. Cathey photo.

able to keep for herd replacement only those bulls and heifers which were carriers (Dd), one would expect to lose about 25% of the calf crop each year in such a herd due to dwarfism. It is doubtful that any sizeable herd has yet sustained losses on such a scale, but this emphasizes the potential seriousness of the problem. (One recent survey indicated that between 1 and 2 per cent of the calves in that area were dwarfs.) By the same token, however, if one could determine what effect, or effects, this dwarf gene has upon the carrier animals, he would be in a better position to eliminate the gene, or at least to control it if its

elimination did not seem feasible.

During the past four or five years, several different experimental studies have been initiated. All of them have been designed to determine, if possible, what effect the dwarf gene may have, not only in the dwarf (dd) animals, but also in the carriers (Dd). Studies designed to detect measurable differences between clean (DD), carrier (Dd) and dwarf (dd) animals with respect to: (1) head shape using the profilometer (Gregory, et al, 1951 and 1953), (Elings, 1953), (Anonymous, Farm Journal, 1952), (2) length and diameter of cannon bone, (3) bone structure using X-Ray, (4) blood antigens, (5) chemical composition of blood, and (6) endocrine functions have all been initiated and are being vigorously pursued. Some have shown promise, but none have yet been sufficiently tested. It may be that none of the techniques yet tried, or thought of, will prove sufficiently accurate for extensive use. Only further investigation and thorough testing will determine that point. In the meantime, however, there are a few things the breeder can do to keep dwarfism under control in his own herd.

How to Control Dwarfism—Pedigree Studies and Progeny Tests

If we assume that dwarfism is the result of a pair of recessive hereditary units, as suggested by the data above, a breeder can keep the trait under control by using only clean (DD) bulls. How can he determine which bulls are free of this

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gene? Until techniques have been developed and proved to be effective in accurately differentiating between clean (DD) and carrier (Dd) animals as individuals, one will have to rely on the wise use of pedigree studies and progeny tests.

If used honestly and intelligently, a study of the pedigree should prove helpful in reducing the frequency of the dwarf gene. This would be particularly true in breeds or herds in which rather distinct families or lines have been formed. An honest study of the frequency of dwarf calves within each family would give clues of differences in gene frequencies if they do occur. Within the breeder's own herd, a complete study of this problem may reveal to him certain lines or families which apparently have a much higher incidence of the dwarf gene than others. This type of information could be used in future selections in that herd. A note of caution should be given here. The fact that no dwarf calves have been dropped within a herd or family is no ironclad guarantee that the herd is free of the dwarf gene. So long as one or the other of the two parents is free of the gene for dwarfism no dwarf calves will be produced, yet half of the offspring of a carrier (Dd) parent when mated with a clean (DD) parent are expected to be carriers of the gene. (Figure 2.) This has been the experience of many breeders who honestly felt that dwarfism did not exist in their herds until offspring of these herds had gone into herds where a high frequency of dwarf-

ism existed. One further note of caution in the use of the pedigree as a guide to selection would be that one must not ignore all other economically important beef qualities in order to get bulls free of dwarfism. One could, if he carried his selection against dwarfism to the extreme, lower the performance of his beef herd in traits associated with the efficient production of high quality beef. This loss might conceivably counteract current or expected losses due to dwarfism.

The pedigree should be used as a screening process prior to the progeny test which must finally be the proof of the effectiveness of pedigree selection or of selections based upon other techniques or procedures as they become available.

What constitutes an adequate progeny test? The answer to this question will vary with the importance of the decision being made. If a purebred breeder had a particularly outstanding herd bull whose calves were all normal (no dwarfs) and in demand, it would undoubtedly be to his advantage to progeny test the bull rather thoroughly. This can be done by mating him with proven carrier (Dd) cows. If he sires a dwarf calf from any such mating, that would be sufficient evidence that the bull also carries the dwarf gene in his hereditary makeup and that half of his progeny out of clean females would also be expected to carry the dwarf factor. If, however, he did not sire a dwarf calf in such a progeny test, the amount of faith one could have in his

being clean (DD) would depend upon the number of normal calves which he sired when mated to carrier cows.

According to the current theory, a carrier bull bred to carrier cows would be expected to produce, on the average, three normal calves to one dwarf. This means that, due to chance alone, it would be possible for a carrier bull to be bred to carrier cows without siring a dwarf calf. The probability of such happening is calculated by expanding $(\frac{3}{4})^n$ where n is equal to the number of normal calves produced by mating carrier bulls to carrier females. As the number of normal calves from carrier cows (n) increases, the probability that the bull being tested is a carrier becomes smaller and smaller. For example, if a bull produces four normal calves from carrier cows, the probability of a carrier bull successfully passing such a test would be $(\frac{3}{4})^4$, or approximately one carrier bull out of three would be expected to sire four normal calves and no dwarfs. Two of the three carrier bulls would be expected to sire one or more dwarf calves among the four progeny of such a test mating. If carrier bulls were mated with six carrier cows each, only one out of five of them would be expected to sire only normal offspring; if carrier bulls were bred to eight carrier cows each, one would expect that only one-tenth of the carrier bulls would fail to sire at least one dwarf calf. The chance is about one in one hundred that a carrier bull might escape detection when he has sired 16 normal calves out



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45 Females

All ready for immediate service.

Stamp out excessive production cost by eliminating labor required for dehorning and pink eye treatment. Now—do it with one simple operation—An Aberdeen-Angus bull.

**November 6,
1:00 p.m.**

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ALICE, TEXAS**

Ray Sims, Auctioneer

MALCOLM A. MAEDGEN
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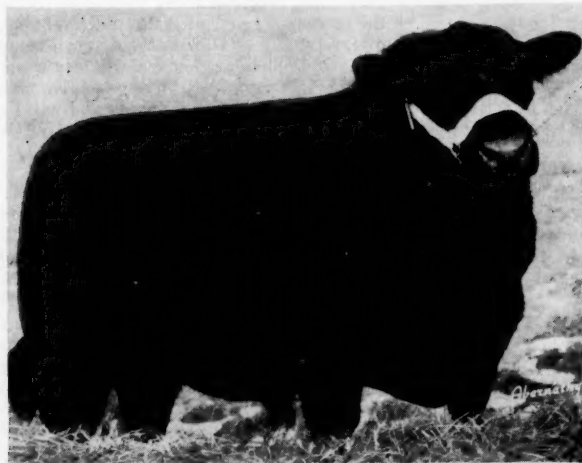
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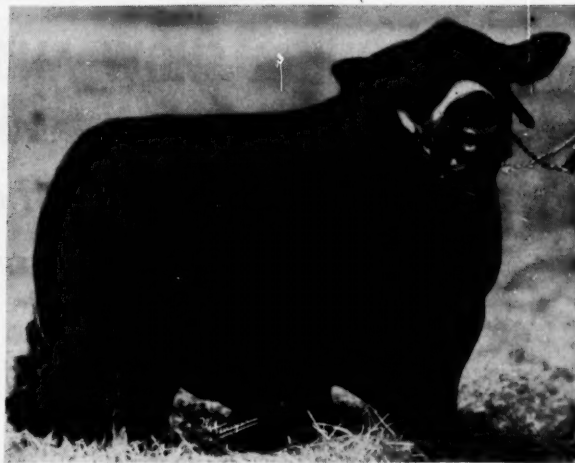
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FRISCO, TEXAS

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LIVESTOCK EXCH. BLDG., FORT WORTH, TEXAS

of carrier cows. Most breeders would agree that the probability of such happening is quite remote, but one must not lose sight of the fact that we prove a bull in such a progeny test to a stated probability level only, and that there is always a chance that one could draw the wrong conclusions. If one dwarf calf is produced, the animal is proved to be a carrier (if we are correct in our original genetic interpretation), but a bull which sires only normal calves is proved to a given level of probability only.

If known carrier females are not available for such a progeny test, one could breed the bull to daughters of a known carrier bull or to his own daughters. To obtain approximately the same levels of probability, one would have to use ap-

proximately twice as many unselected daughters for this test as he would use if he had access to known carrier cows. In many cases one could use two or more kinds of females in such a progeny test. In other words one might breed a bull to five known carriers, if they were available, along with 10 of his own daughters or ten daughters of carrier bulls and expect to get approximately the same results as he would by mating the bull to 10 known carriers.

In view of the limited number of tester females likely to be available to any one breeder, he may wish to breed several young bulls to a few (5 or 6) cows each as a partial screening test and more completely tests those which sire no dwarf calves the next year instead of giving a

more complete test to fewer bulls. It will take longer to get a more complete test, but more bulls can be tested with the same number of carrier cows. If there is something about the dwarf gene which causes the breeder to prefer carrier calves over the clean ones, the initial selection of a large number of bulls for this progeny test might help counteract some of this initial selection for carriers.

It is obvious that progeny tests required to test bulls for this recessive trait are not going to be economically feasible or practical for most commercial breeders nor even for the average small purebred breeder. It will be the responsibility of the larger producers of seed stock to lead the way in the purging of this gene from their own herds. They will then be able to furnish the smaller purebred breeders and commercial producers with clean bulls and thereby keep this trait under control.

It must be understood also that the offspring of a bull, known to be clean, will be free of the dwarf gene only if they have received from their dams also the normal gene of this pair. If the dwarf-free sire (DD) is mated with cows some of which are carriers (Dd), some of the offspring will likely receive the dwarf factor from their dams and will be carriers just as if they had received it from a carrier bull.

Nutritional Studies

Due to the fact that the dwarf calves exhibited symptoms resembling certain metabolic disturbances sometimes found in extreme nutritional deficiencies or imbalances, it is not surprising that some people have suggested that the primary cause of dwarfism might involve nutritional deficiencies of the dam during pregnancy. There is, however, little evidence to support such a suggestion. The fact that cows bred to one bull may give birth to dwarf calves while those bred to another bull give birth to normal calves in the same herd does not support such a view. A number of cases involving fraternal twins in which one calf is normal while the other is dwarf also weighs heavily against the likelihood that the nutritional status of the dam could be responsible. Blood analyses of dwarf calves and their carrier dams have failed to indicate any major nutritional deficiencies when they were compared with normal calves and their dams which were treated alike in the same herd.

Summary

From a review of the studies which have been made and which are now under way, the following statements seem to be justified regarding dwarfism:

1. Hereditary types of dwarfism have occurred in many different species of plants and animals, including major breeds of beef cattle.

2. Evidence collected to date indicate that the dwarf calf produced by conventional types of cattle is probably due to one pair of autosomal recessive genes.

3. Increasing frequency of the dwarf suggests that carrier animals are being

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OCTOBER 18, CLOVIS, N. M.

10 Bulls - 60 Females

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Dr. C. M. Hurley	Clayton, N. M.	Meads Angus Mesa	Albuquerque, N. M.
Billy Joe Evans	Shallowater, Texas	Howard Meyers	Fountain, Colo.
Wayne Burford	Texico, N. M.	J. C. Parker	Dalhart, Texas

SHOW - 9 a. m. - - - SALE - 1 p. m.

AUCTIONEER—Ken Conzelman, Bozeman, Montana
SHOW JUDGE—Prof. J. H. Knox, State College, Las Cruces, N. M.

Banquet, 6 p. m., Sunday, Oct. 17 — Hotel Clovis

Preferred Families and Quality Angus from good herds in
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Blueblood Ladies, Maid of Bumpers, Black Jestress, Edwina, Jilt, Georgina

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NEW MEXICO ABERDEEN-ANGUS CATTLEMAN'S ASS'N

Wayne Burford, Sale Manager — Texico, N. M.

We will also sponsor—2 JUNIOR CALF SALES, making available top Aberdeen-Angus calves to the Junior breeder for club calf projects.

- Friday, Oct. 1—New Mexico State Fair, Albuquerque—Selling about 20 head.
- Monday, Oct. 18—During the Clovis Sale—Selling 15 head.



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October 19

Palestine, Texas

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TEXAS ABERDEEN-ANGUS ASSN.

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preferred over their non-dwarf carrying contemporaries for some unknown reason.

4. Experimental studies designed to differentiate the carrier and clean animals by physical, chemical, or physiological criteria look promising, but they must be proved reliable by breeding tests before being recommended for widespread usage.

5. At present it seems that selections based upon intelligent use of progeny test information and pedigree studies would be most useful in bringing this anomaly under control.

6. This is no time for drastic clean-up programs where all of the selection pressure is placed upon this one trait. Until more information has been gained through carefully planned research, a breeder will do well to give more attention in a selection program to other economically important traits such as weaning weights and grades, post-weaning growth rate, efficiency of feed conversion, and carcass quality.

7. Nutritional disturbances do not appear to be the primary cause for this type of dwarfism.

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Brian H, champion stallion, Jacksboro Quarter Horse show, owned by Bob Hunsaker, Dallas, Texas. Cathey photo.

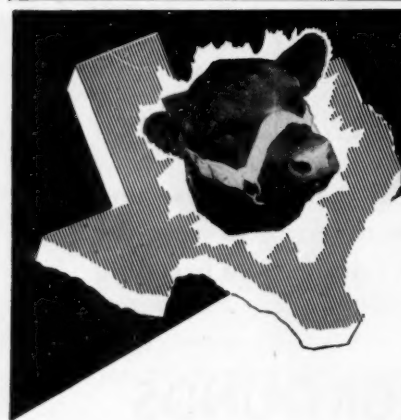
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Champions at National Appaloosa Show

THE National Appaloosa Horse show held at Deer Lodge, Mont., August 20-22 attracted a total of 259 entries from eight states and Canada. Monte Foreman, Colorado Springs, Colo., judged the show.

Apache, owned by Orvil Sears, Elba, Idaho, was named grand champion stallion and Mancheta, owned by Lewis Ferguson, Helmville, Mont., was grand champion mare.

Speckel Boy, owned by James Wyatt, High River, Alberta, Canada, was named champion performance horse, with reserve honors going to Apache.



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Bargain prices will buy the get and services of today's leading Aberdeen-Angus bulls.

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NOVEMBER 18,
1954

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Roy Sims, Auctioneer

C. W. CHANDLER
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 NOCONA, TEXAS

GLENN L. TOLE, Secy.-Treas.
 Live Stock Exchange Building
 FORT WORTH, TEXAS

HENRY MOORE,
 President
 ELDORADO, TEXAS

Bradford Aberdeen-Angus

Sale

SUMMARY

1 Bull	\$ 1,500 avg.	\$1,500
83 Females	26,275 avg.	317
84 Head	27,775 avg.	331

A large crowd was present at Happy, Texas September 23 when Clyde and Merilla Bradford held their "Golden Opportunity Sale in the Golden Spread." Considering the drouth conditions that prevail throughout the Southwest the average of \$331 on the 84 head was very satisfactory.

The get and service of the senior herd sire at the Bradfords, Prince Evascus, by Prince Sunbeam 29th, was a feature of the sale. The sale was topped on one of his proven sons, Bradford Prince Evascus, when George F. Saunders, McLean, Texas bid \$1,500 to own him. This good headed, thick, deep bodied bull has been used by Texas Tech College and the calves on the ground by him look very promising.

The female top of \$750 was scored on Bradford Witch 4th, a June, 1953 Witch of Endor daughter of Prince Evascus. Bill Norman, Dougherty, Texas, was the buyer. William Clark of Houston, Texas, the heaviest buyer of the sale with his purchase of 22 lots, bid \$600 to get Bradford Maid of Bummer 5th, a July, 1953 daughter of Prince Evascus. Also selling for \$600 to Mead's Angus Mesa, Albuquerque, N. M. was Ches Blackcap 7th, a January, 1953 daughter of Blackcap Jock S. H.

Auctioneers were Ray Sims and Guy Shull.

Good Angus Show at Midlothian Fair

SHADOW Isle Prince Eric 69th, a son of Prince Eric of Sunbeam, owned by 4-Wynnes Angus Farm, Kaufman and Dunraven Ranch, Buda, was named senior and grand champion bull of the Aberdeen-Angus show at the Midlothian fair September 2. AP Prince Envious 49th of Bates, shown by Sondra Lin Stock Farm, Fort Worth, was reserve senior and reserve grand champion. Seventy-Seven Ranch, Wichita Falls, showed the junior champion bull, Black Knight of 77 and 4-Wynnes showed the reserve junior champion, Prince 63rd of Essar.

Elaine 4th of Shadow Isle, a daughter of Prince Eric of Sunbeam, owned by 4-Wynnes and Byars Royal Oaks, Tyler, was senior and grand champion female. Blackcap Empress 2nd of Alford, also shown by 4-Wynnes and Byars, was reserve senior and reserve grand champion. Seventy-Seven Ranch had the junior champion, Miss Burgess 2nd of 77 and Peer's Eva of French Broad, shown by 4-Wynnes was reserve junior champion.

The Aberdeen-Angus show was judged by Bill Warren of Texas A&M College.

The Cattleman—Subscription rates: One year, \$2; three years, \$5; five years, \$8; foreign, one year, \$4.

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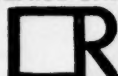
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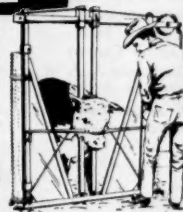
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Dallas, Texas—Dallas Hotel—Nov. 9-13, 1954

Pueblo, Colo.—Congress Hotel—Nov. 30-Dec. 4, 1954

Sheridan, Wyo.—Crescent Hotel—Dec. 7-11, 1954



Frank Richards

To Honor Frank Richards at Pan-American

FRANK RICHARDS of Chicago, Ill., secretary of the American Aberdeen-Angus Breeders Association, will be honored at the 1954 Pan-American Livestock Exposition, Oct. 11, in Dallas with a testimonial dinner at the Baker Hotel, Edward Marcus, chairman of the dinner arrangements committee, has announced.

The dinner sponsored by the Texas Aberdeen-Angus Association, will be held at 6 p. m. in the Texas Room, with cocktails at 5:30 p. m.

"Pan-American has designated Monday, Oct. 11, as American Aberdeen-Angus Breeders Association Day." Ray W. Wilson, Pan-American's manager, said, and we are pleased to see the Texas association honor Frank Richards, for his great interest and sincere devotion to the promotion of the Angus breed have made him highly respected in the purebred livestock industry."

Aberdeen-Angus judging will start at 9 a. m. on Oct. 11 in the Livestock Pavilion. Professor Don Good of Kansas State College at Manhattan, Kansas, a nationally known Angus authority, will judge.

Repetto Retires from Armour & Co.

W. Carl Repetto, head cattle buyer for Armour & Co., at Fort Worth, retired September 18, after having served the packing firm for 41 years. Repetto, who was born at White House, Tenn., started to work for Armour & Co. May 13, 1913.

The widely held theory that X-disease of dairy cows is not contagious may be erroneous, according to Nebraska Experiment Station studies. Researchers found that nursing calves who suckled an afflicted cow or drank her whole milk acquired the infection.

The Cattleman—Subscription rates: One year, \$2; three years, \$5; five years, \$8; foreign, one year, \$4.

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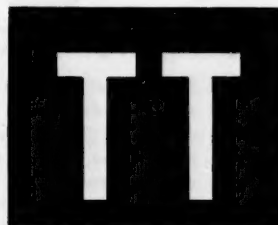


Angus Friends

We are pleased to announce our sale that will be held at the J. Garrett Tolan Farms near Pleasant Plains, Illinois, on November 8, 1954, at which time we will be selling 18 bulls.

- 5 by Eileenmere 500th
- 1 by Eileenmere 1050th
- 3 by Eileenmere 1062d
- 1 by Eileenmere 1200th
- 2 by Eva's Bandolier Lad
- 5 by Quality Bardolier 3d
- 1 by O. Bardoliermere 10th

There will be 42 females, 28 of these bred and 14 open heifers. They will be sired by Eileenmere 500th, Eileenmere 1050th, Eileenmere 1062d, Eileenmere 1300th, Eileenmere 1550th, Eva's Bandolier Lad and Quality Bardolier 3d. Twenty of these will be bred to Mr. Eileenmere and six to Eileenmere 1050th. The families represented are those that have made the greatest show and sale records in history.



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● See our consignments to these sales —

OCT. 19—Texas Aberdeen-Angus Assn. State Show and Sale, Palestine, Texas

NOV. 1—Southwestern Regional Aberdeen-Angus Breeders' Assn. Sale — Tulsa, Okla.

NOV. 2—"Quality Prince Sale", Stillwater, Okla.

● See our show herd at these shows

State Fair of Texas — Dallas Oct. 9-24

Anderson County Fair—Palestine, October 18-23

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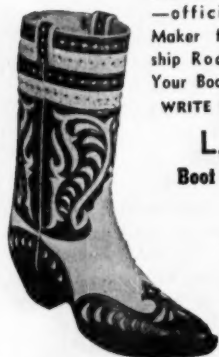
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For Three-quarters of a Century

410 East Weatherford, Fort Worth

Gold Point Aberdeen-Angus

Dispersion

SUMMARY

3 Bulls	\$ 905 avg.	\$302
145 Females	29,495 avg.	203
148 Head	30,400 avg.	205

THE Aberdeen-Angus herd of Gold Point Farm, owned by Mrs. W. G. Adger, was dispersed September 13 at the farm near Shreveport, La.

The top price of the sale of \$750 was reached on two occasions. Selling to Fitzsimmons Land and Cattle Company for \$750 was Blackcap of Gold Point 83d, a good Tolan Blackcap cow by Irenmere K. Also selling for \$750 to Milliken Plantation, Lake Providence, La. was Erica of Gold Point 90th, a six year old Eline Erica cow by Irenmere K.

Milliken Plantation also bought the top selling bull, Prince Windsor 3d, a November, 1949 son of Prince Election, on a bid of \$430. Going to A. G. Duckworth, Carthage, Texas on a bid of \$340 was Prince 15th of Clover-Haven, a June, 1950 son of Prince Escort of Sunbeam 3d. Ray Sims was the auctioneer.

Aberdeen-Angus Transactions

D. J. Wilson of Mertzon, Texas, sold two bulls to Raymond Clark of Mertzon, and a bull to Hamp Carter of Rankin, Texas.

A. L. Tryon of Fort Worth, Texas, bought five cows from J. V. Hampton of Fort Worth, Texas.

Six cows and one bull were bought by Joe Scott Angus Farm of Austin, Texas, from Fall Creek Ranch of Austin.

Ben Metcalf of Chickasha, Okla., sold two cows and a bull to Elton Parrish of Pocasset, Okla.

Fifteen cows and one bull was sold to Elvie Foss of Lipan, Texas, by Mr. and Mrs. F. M. Moss of Lipan.

George W. Graham of Wichita Falls, Texas, sold ten cows to Ohio State University of Columbus, Ohio.

Jessie E. Loveless of Quanah, Texas, bought twelve cows from W. I. Thomas of Quanah.

Mr. and Mrs. Floyd E. Helms of Rogersville, Mo., sold four bulls to C. H. Abernathy of Sulphur, Okla.

Fourteen cows and one bull were bought by Mrs. Jacques Mossler of Houston, Texas, a cow by C. I. Miller of Bryan, Texas, from J. G. Peniston of College Station, Texas.

Angus Valley Farms, Inc., of Tulsa, Okla., sold nine cows to Bacone College Farm of Muskogee, Okla.

Lee L. Newland of Nocona, Texas, sold three cows and a bull to Ewing E. Johnson of Montague, Texas.

L. A. Ferguson of Jacksboro, Texas, sold a bull each to Bob Quisenberry of Antelope, Texas, C. H. Hickerson of Mineral Wells, Texas, and a cow to Billy F. Brown of Jacksboro, Texas.

M. T. Knox of Cleburne, Texas, sold three cows to J. M. Ragsdale, Cleburne.

Curtis Floyd of Coalgate, Okla., and four cows to H. M. Holman & Son of Centrahoma, Okla., and a bull each to V. H. Dailey of Tupelo, Okla., Donald

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Several Complete Herds, Cows, Bred Heifers, Open Heifers, Herd Bulls.
10 Top Young Sons of EILEENMERE 1032d, several of them show bulls.

In my six years as Executive Secretary of the Virginia Aberdeen-Angus Association I got to know most intimately most of the Angus herds here in Virginia, as well as in the entire Eastern

Area. I have over 1000 head of registered cattle listed with me for private sale at this time. Prices are reasonable and satisfaction guaranteed. Will sell one animal or a carload.

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COMPLETE HERD

54 Cows with 27 calves at foot and good Bardolier Bull

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Feed it free choice! Yes, for maximum profits at market, all your cattle need plenty of Morton Trace Mineralized Salt. Morton's T-M Salt tones up an animal's system... helps him stay healthy... helps him get more good from the feed he eats.

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SUNMERE FARMS' complete Aberdeen-Angus Dispersion Sedalia, Missouri, February 4 and 5.

Selling 500 registered Aberdeen-Angus females including over 100 head of popular families cattle.

The get and service of these bulls will be featured in this large offering:

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- Prince Sunbeam 689th by Prince Sunbeam 29th
- Prince Sunbeam 808th by Prince Sunbeam 400th
- Homeplace Eileenmere 104th by Eileenmere 487th
- Wizard Prince R. & Mc. 10th by Prince Georgina R. & Mc.
- Eileenmere DT 4000th by Homeplace Eileenmere 85th
- Eileenmere 1189th by Eileenmere 1062nd

SUNMERE FARMS

E. W. Thompson, Owner ★ Sedalia, Missouri

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410 East Weatherford, Fort Worth

Dailey also of Tupelo and to Wilber Cravey of Finley, Okla.

Bass Estate of Durant, Okla., sold three bulls to Homer Stallings of Keneffick, Okla., and a bull to J. W. Nelson of Coleman, Okla.

Alvin B. Christian of Watonga, Okla., sold two cows to John Stermer of Arapaho, Okla., and two cows to Julius Stermer of Arapaho.

Two cows and a bull were sold to W. Lee Pursley of Odessa, Texas, by C. T. Wilson of Midland, Texas.

Three cows and a bull were sold to O. J. Potthast of San Antonio, Texas, by Ed. F. Eisenhauer & Daughters of Converse, Texas.

Six cows were sold to W. T. Irwin, Brookston, Texas, by Bramlett & Son of Paris, Texas.

Ten cows were sold to Lynch Acres Farm of Apache, Okla., by Ed. Durrett, of Hastings, Okla.

C. C. Brann of Tulsa, Okla., sold three cows to J. C. Biggers of Bixby, Okla.

T. H. Fuston & Son of Cleburne, Texas, sold 24 cows and three bulls to Jack Dancinger of Fort Worth, Texas.

Angus Feeder Calves Sell Up to \$27 Per Cwt.

THE Texas Aberdeen-Angus Association recently sponsored two Angus feeder calf sales at which nearly 3,000 calves were offered. For several years the Association has been holding feeder calf sales at San Angelo and this year it was decided to also hold a sale at Fort Worth.

Around 1700 head were offered at San Angelo August 31. The cattle were judged by M. L. McCrea of Maysville, Mo., and later sold at auction. Tommy Brook, Camp San Saba showed the first prize split carload of heifers which sold at \$27 per cwt. The first prize split carload of steers owned by Jake Wardlaw, San Angelo, sold for \$24 per cwt. The first prize carload of steers owned by Pat & Wren Jackson, San Angelo, brought \$24 per cwt and the first prize carload of heifers owned by Ed S. Meyer, Jr., Sonora, sold for \$22 per cwt.

There were around 1000 head offered in the Fort Worth sale Sept. 3 which were also judged by M. L. McCrea. The cattle were sold at private treaty in lots of 10 and 20 after judging was completed. The first prize 20 steers weighing over 500 pounds were owned by Claton Stribling, Llano and sold for \$22 per cwt. The first prize 20 steers under 500 pounds, owned by Charles Pitts, Coleman, also sold for \$22 per cwt. Pitts also had the first prize 20 heifers under 500 pounds which sold for \$19 per cwt. Lloyd Ainsworth, Fluvanna, sold 14 steers weighing under 500 pounds at \$21 per cwt. and Herman Jones, Mullins, had the first prize 10 heifers under 500 pounds which sold for \$18 per cwt as well as the first prize 10 steers under 500 pounds which sold at \$21 per cwt.

The Cattleman—Subscription rates: One year, \$2; three years, \$5; five years, \$8; foreign, one year, \$4.

"Autumn Harvest Sale"

MONDAY, OCTOBER 18th

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PRINCE OLDFIELD of FERNDALE

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Plan now to be with us sale day, and at Stanford
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Hyperkeratosis Losses

New Ruling by U.S. Tax Rulings Division Provides That Under Income Tax Laws Prior to 1954 a Taxpayer May Elect Not to Be Taxed on Gain Realized When He Receives Damages or Forced Sale Proceeds for Cattle on Account of Hyperkeratosis.

BY STEPHEN H. HART - Attorney, National Livestock Tax Committee

FINALLY, a favorable ruling on hyperkeratosis! Last year we asked the Internal Revenue Service for a ruling to the effect that the involuntary conversion provisions of the federal income tax laws then in effect were applicable to damages and forced sale proceeds received on account of cattle contracting hyperkeratosis. We are pleased to report that by letter of September 16, 1954, the Tax Rulings Division has issued a favorable ruling.

The ruling makes it clear that under the income tax laws applicable for years prior to 1954, a taxpayer can elect not to be taxed on the gain realized when he receives damages or forced sale proceeds for cattle on account of hyperkeratosis. To be entitled to this treatment the taxpayer must be able to show that hyperkeratosis resulted from the feeding of substances containing chlorinated naphthalene. An admission of liability by the pellet manufacturer is considered sufficient proof of this fact.

Non-recognition of gain on such involuntary conversion is not automatic. A taxpayer must elect this treatment and must purchase replacement animals within one year after the close of the first year in which any part of the gain was realized unless an extension is obtained. It is understood that under certain conditions such extensions may be obtained. If replacement cost is less than the amount of cash received on the conversion, the gain is taxable to the extent of the difference. The income tax basis of replacement animals is their cost less the amount of unrecognized gain.

Procedure for making the election was set forth in an article published in *The Cattleman* for April, 1953. The election should be made in the return for the year in which the gain was realized. It is made by reporting gain only to the extent that the amount realized on the cattle exceeds the actual or anticipated cost of replacement. Details of the involuntary conversion, including those re-

lating to replacement, should be set forth in the return. If replacement purchases are made in a later year, they should be reported in the return for that year.

Most Hyperkeratosis Losses Occurred in 1953

In most of the cases which have come to our attention, the damages or sales proceeds were received in 1953. In such cases the elections should have been made in the 1953 returns. A taxpayer who made the election in his 1953 return has until the end of 1954 to purchase replacements. If, by the end of 1954, he has purchased replacements costing less than the proceeds of the involuntary conversion, he is taxable on the gain to the extent of the excess of the proceeds over the cost of replacements purchased. It is possible for a taxpayer in this position to obtain an extension of time for purchasing replacements if he can show reasonable cause for the delay. Applications for such extensions must be made before the end of 1954 to the District Director of Internal Revenue for the district in which the 1953 return was filed.

If a taxpayer elected non-recognition of gain for 1953 and has since decided not to purchase replacements, or if he has completed his replacement purchases and they have cost less than the amount of the involuntary conversion proceeds, he should file an amended return for 1953 and pay tax on so much of the gain as is taxable.



Bargain JOINT PRODUCTION SALE November 16—Clovis, N. M. Registered Show Barn

4 BULLS — 76 FEMALES

Bred Heifers
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Cows with Calves
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... to buy quality cattle at prices that are right! In pasture condition and RANCH RAISED. Where you can see for yourself what these cattle can do for you.

A Bargain for Many — a Foundation for All.
An event you will want to attend.

Also plan to see our consignments to 8th Annual Aberdeen-Angus Show and Sale
October 18, 1954 — Clovis, N. M.

Curtis Angus Ranch ★ Burford Angus Farm

George F. Curtis and Son, Owners
MELROSE, N. M.

Wayne Burford, Owner
TEXICO, N. M.

BULLS TO PRODUCE THESE MONEY

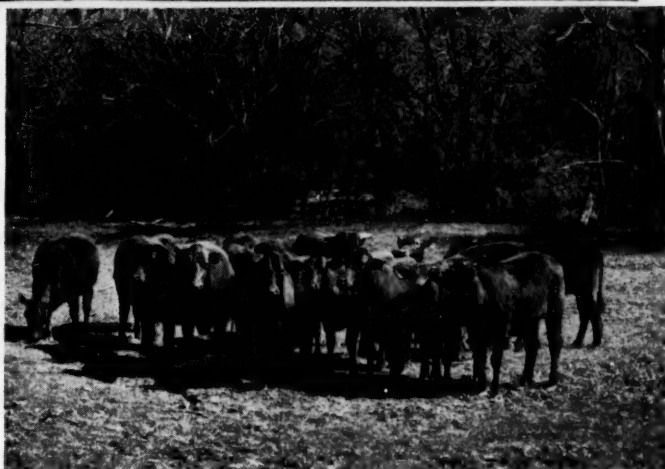
MAKERS MAY BE BOUGHT

OCT. 23, BEAUMONT, TEXAS

SOUTHWESTERN SHORTHORN BREEDERS ASSOCIATION

JIM TRIGG, President
Box 223, Bastrop, Texas

VERNON SCOFIELD, Secretary
Box 775, Austin, Texas



The Southwestern Shorthorn Breeders Association Sale, Oct. 23, Beaumont, Texas, 1:00 P. M. will offer 35 bulls, 12 females. For catalog write P. O. Box 775, Austin, Texas.

If a taxpayer realized gain on a hyperkeratosis involuntary conversion in 1953 and paid tax thereon, and if he has purchased replacements or intends to purchase them this year, it is still possible under regulations for him to elect non-recognition of the 1953 gain and claim a refund. This election must be made before the end of 1954.

All papers and records relating to the involuntary conversion should be retained pending audit of the return for the year of the involuntary conversion. Also, it would be advisable to obtain written statements or affidavits from employees who fed and handled the cattle, from veterinarians who examined them, and from purchasers and any oth-

ers whose statements would tend to establish the necessary facts.

The Ruling

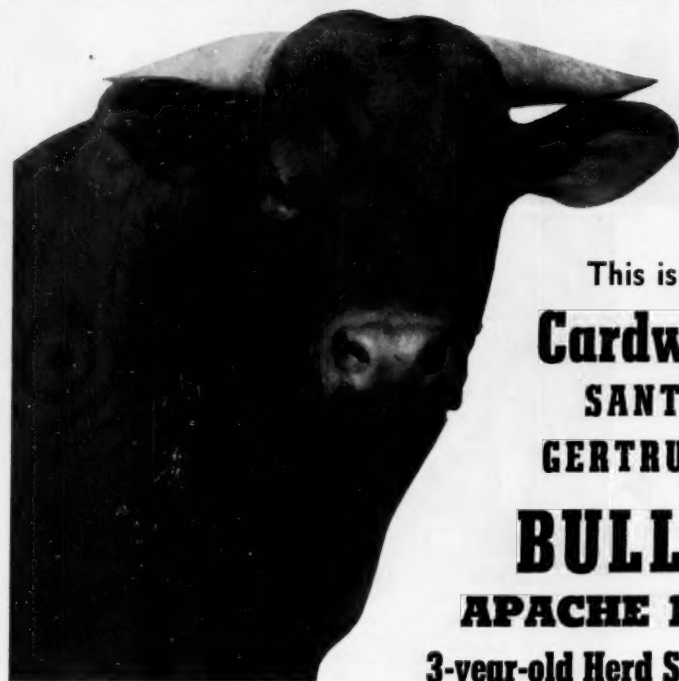
Section 112(f) of the Internal Revenue Code, as amended by Public Law 251 (82nd Congress) provides, in the case of the disposition of property occurring after December 31, 1950, that if property (as a result of its destruction in whole or in part, theft, seizure, or requisition or condemnation or threat or imminence thereof) is compulsorily or involuntarily converted into property similar or related in service or use to the property so converted, or into money, and the taxpayer within the time prescribed purchases other property

similar or related in service or use to the property so converted, or purchases stock in the acquisition of control of a corporation owning such other property, at the election of the taxpayer, the gain shall be recognized only to the extent that the amount realized upon such conversion exceeds the cost of such other property or stock.

"Destruction" in the sense of section 112(f) is the equivalent of "casualty" in the sense of section 23(e) (3) of the Code. I. T. 3696, 1944 C. B. 241. The loss of cattle by disease or by death of old age is not a casualty in that sense. David McMorran (1939) Par. 39, 117 PHB-TAM, I. T. 3696, supra; Rev. Rul. 195, C. B. 1953-2,169. However, the loss of cattle as the result of poisoning is considered to be a loss from a casualty, and the feeding of chlorinated naphthalene to the animals in question here is more accurately described as "poisoning" than as the contracting of a disease. The intervention of a human agency in the sequence of events which included the poisoning of the animals does not deprive the incident of its character as a casualty. Although the sequence of events which led to the destruction of the animals in question extends from the manufacture of the lubricating oil which eventually contaminated the pellets fed to the animals, though some time after the pellets were fed to the animals, the actual feeding of the pellets to the animals was an event which may be established with sufficient accuracy for purposes of proving the cause and the measure of loss that it can be recognized as a "casualty." Rev. Rul. 54-85 1954 I. R. B. 10, 6.

In view of the above and based on the facts submitted, it is held that any gain realized from proceeds received in settlement of claims against manufacturers or suppliers of the contaminated feed, as a result of death of livestock due to hyperkeratosis, or X-disease, will be subject to the relief provisions of section 112(f) of the Internal Revenue Code with respect to the involuntary conversions of property. Further, any gain realized from proceeds received in settlement of claims against manufacturers or suppliers of the contaminated feed for livestock sold to slaughter to prevent probable loss by death and any gain realized from proceeds received from such sales, likewise, would be subject to the provisions of section 112(f) of the Code.

It should be noted, however, that the burden of proving that a particular animal was converted to cash as the result of poisoning by feed pellets containing chlorinated naphthalene rests on the taxpayer. An admission by the manufacturer of the feed pellets in question that it is liable in damages for injury to the animal will be considered sufficient proof of the cause of conversion.



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Cardwell
SANTA
GERTRUDIS
BULL
APACHE 1
3-year-old Herd Sire

You can start your herd from our blood lines of which Apache is typical. Buy from our consignment at the Pioneer Santa Gertrudis Breeders' Sale at San Antonio, November 11, 1954, or at our ranch at Lockhart by private treaty.

We also have a good group of yearling bulls at Lockhart. Now is an opportune time to buy young Santa Gertrudis Bulls for use next spring.

MEMBER: Pioneer Santa Gertrudis Breeders
Santa Gertrudis Breeders International

Walter W. Cardwell, Jr.
LOCKHART, TEXAS

To Sell 20 Santa Gertrudis Heifers at Kingsville Sale

TWENTY Santa Gertrudis heifers will be auctioned at the fourth annual Kleberg county Santa Gertrudis heifer sale at Texas A & I College, Kingsville, November 10. The sale will start at 6 P.M. immediately after the King Ranch bull auction.

In the three previous years the sale has been held animals have gone to Arkansas, Florida, Georgia, Louisiana, Oklahoma and Washington, D.C. in addition to Texas and to one foreign country, Colombia, South America.

The average sale price in previous years was \$2820 for 10 head in 1951, \$2458 for 17 head in 1952 and \$1109 for 24 head last year. The top price of \$6000 was paid for a heifer in a 1952 sale.

Some of the leading breeders of Santa Gertrudis cattle have consigned heifers to this year's sale. The animals are being fed and conditioned by 4-H and FFA boys of Kleberg county.

Brahman News

ALTHOUGH the market re-adjustment period now faced by cattle raisers is hard on commercial producers and purebred breeders alike, it is good for breed improvement. This view was expressed before Arkansas cattlemen recently by Harry Gayden, Houston, Texas, Executive Secretary of the American Brahman Breeders Association.

The occasion was the annual Arkansas Brahman Assn. Field Day, held Aug. 15, on R. L. Milam's Keller Lake Ranch at Garland City, Ark. Milam is president of the Arkansas group, which is an affiliate of the ABBA.

Commercial cattlemen have become much more selective-minded, Gayden pointed out. This has sent a lot of poor quality cattle to the slaughter market, he said.

The American Brahman breed will benefit much more than the other beef breeds, Gayden stated. It is a younger breed, he said, and it has not experienced enough severe culling in the past. The Brahman has made remarkable improvement and achieved international prominence in the past 15 years, he stated. But stricter culling and more careful selection of breeding stock will bring about even greater improvement in the next decade.

Gayden stated that the American Brahman breed has made an outstanding contribution to the commercial cattle industry, already. It is his opinion that the influence of the breed will be felt much more strongly in the years to come.

He contributed much of the rapid increase of the breed as beef producing cattle to research. At the present time, Gayden said, research with Brahmans is in progress at 21 locations, sponsored by state agricultural experiment stations and USDA. This has increased from only two experimental projects with Brahmans in the State of Louisiana 15 years ago.

Research has always been beneficial to the American Brahman Breed, Gayden concluded.

The Illinois Brahman Association was formed at a meeting of Brahman breeders held in Springfield, Ill., during the Illinois State Fair. Gilbert Zollinger of Cullom, Ill., elected secretary made this announcement.

D. J. Kennel of Minier, Ill., was elected president of the new group, which will apply for a state charter and affiliation with the American Brahman Breeders Association, Zollinger said.

The Board of Directors of the American Brahman Breeders Association will hold its fall meeting at Kissimmee, Florida, Nov. 1st, it is announced by Al M. Cody of that city.

Cody is secretary of the Eastern Brahman Association, affiliated with ABBA.

The Eastern group, whose president is Mr. O. L. "Slim" Partin, of Kissimmee is host for the occasion. Kissimmee is located in the center of Florida's vast cattle raising industry.

Latest count by Recording Secretary Margaret Sunday, Houston, of the American Brahman Breeders Association, shows 2,067 active members in the association, located in 36 states of the U. S. and 19 other countries.

The number of cattle recorded in ABBA records were 211,765 on the first of September, according to Mrs. Sunday. Registered Brahmans are now found in 47 of the 48 states in the U. S. and in 34 other countries of the world.

COME RAIN - COME SHINE

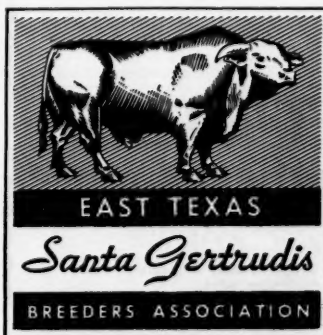


Drouth and Santa Gertrudis cattle came to East Texas about the same time. We have learned two things for certain during the past two or three years; we know that the drouth must soon pass on, and we know that Santa Gertrudis are here to stay.

Santa Gertrudis cattle were developed in the semi-arid regions of South Texas. They can thrive and produce beef economically on dry ranges and suffer no ill effects from heat and insects.

Santa Gertrudis are on the march in East Texas. We invite you to visit our members herds and see the cattle that can make more money for you—"come rain or come shine."

MEMBERS:

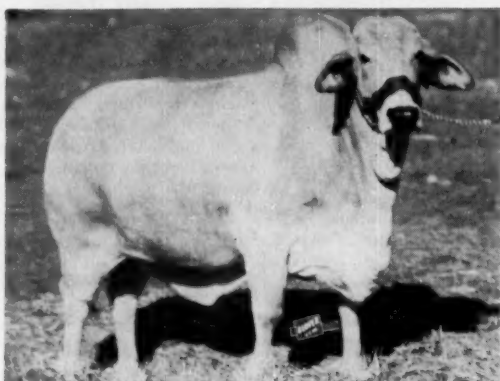


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East Texas Santa Gertrudis Breeders Assn.

Chartered as an affiliate of the Santa Gertrudis Breeders International
Address Correspondence to George Becker, Jr., Sec.-Treas., Kaufman, Texas

JTG MISS RESOTO MANSO 124



This great cow now in our breeding herd was grand champion female at Fort Worth in 1951 and 1953, and reserve champion at Houston, San Antonio and Wharton. She is typical of the kind we are breeding here at Garrett Brahman Ranch.

We have a selection of good Brahmans for sale that we think you will like.

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SEE SANTA GERTRUDIS CATTLE at SHOWS

Heart O' Texas Fair, Waco, Oct. 2-9. Judging, Oct. 4

Tulsa State Fair, Tulsa, Oct. 2-8. Judging, Oct. 7

Texas State Fair, Dallas, Oct. 9-17. Judging, Oct. 13

EXHIBITS

South Texas State Fair, Beaumont, Oct. 14-23

American Royal Livestock Show, Kansas City, Oct. 16-23

International Livestock Exposition, Chicago, Nov. 26-Dec. 4



Cattlemen interested in the Santa Gertrudis breed contact breeders at the above shows or write us on forthcoming sales.

PROTECT CATTLE INTERESTS

Write for further information



PROMOTE CATTLE INDUSTRY

410 East Weatherford, Fort Worth

Charollaise and Charbray To Show at Houston

THE Houston Fat Stock Show has added a number of new attractions for exhibitors and spectators who attend the 23rd annual show, February 2-13. Stock Show President Archer Romero announced the inauguration of several divisions to the 1955 livestock show which are expected to attract many new exhibitors.

The first competitive showing of the Charollaise breed of cattle in this country will be at the Houston show. Fifty stall spaces have been reserved for the top animals, selected by a sifting committee, to compete for the \$1000 premium awards in this division.

Charbray cattle will be exhibited in competition for the first time at the show, with only the top 30 selected animals competing for \$600 premium monies.

Stock show officials are negotiating for the services of a Judge from France, native land of the Charollaise, for these two classes.

Angora Goats will make their first appearance at the Houston show this year to compete for \$920 premium awards and \$100 in special prizes offered by the Angora Goat Breeders Association.

Myres-Smith Charbray Sale

SUMMARY

63 Bulls	\$27,770; avg.	\$445
23 Females	8,615; avg.	374
86 Head	36,385; avg.	423

THE first auction sale of Charbray cattle was held on the Sid Smith ranch near Hempstead, Texas September 4 with 86 head selling for an average of \$423. The cattle, ranging in blood percentages from purebred to half bloods, were consigned by Smith and R. C. Myres of Hamilton, Texas.

Top selling animal of the sale was a purebred Charollaise bull consigned by Myres. The three-year-old sold to Mrs. R. G. LeTourneau of Longview, Texas, one of the major buyers at the sale, on a bid of \$3400. Minor Plantation, Mississippi, paid \$1000 for a ¾ blood bull consigned by Sid Smith. Ben Burnside, Newellton, Louisiana, paid \$925 for a ¾ blood bull consigned by Smith.

A. M. Askew of Houston, another major buyer at the sale, paid \$700 for a ¾ blood yearling heifer consigned by Myres.

Walter Britten of College Station was the auctioneer.

Santa Gertrudis Cattle To British Guiana

THE first shipment of Santa Gertrudis cattle to British Guiana recently went by air to the South American country.

The shipment to the government of British Guiana included 14 Santa Gertrudis weanling bulls from the King Ranch, averaging about 500 pounds and nine Santa Gertrudis heifers from John Armstrong's ranch, Selma, Ala. The heifers were ages five to six months and averaged about 420 pounds.

Brangus Field Day at Vinita, Okla., October 29

THE American Brangus Breeders Association has planned a full day of activities in connection with the Third Annual Brangus sale to be held in Vinita, Oklahoma. Date for the Brangus Field Day has been set for Friday, October 29, the day preceding the sale.

The program will begin at 10:00 a. m. on Friday at the South Park, located one block west of the Hotel Vinita. Cars and drivers will be furnished by the Chamber of Commerce for all those who prefer to sit back and relax.

First stop on the tour is Clear View Ranch, located five miles north of town on Highway 2. Here the entourage will view fine Brangus cattle on pasture and inspect the efficient layout of the huge silver barn on the ranch. Highlight of the stop at Clear View will be a branding and clipping demonstration. Brangus cattle will be penned, then run into a chute where the hair will be shaved and the brands put on. Each step will be explained as it takes place, so that spectators can both see and hear the correct way to put on a clear, readable brand. While the animal is still in the chute, the head will be clipped and shaped.

From Clear View the caravan will proceed to the Clear Creek Ranch at Welch for a barbecue lunch. After lunch a short tour will be made of pastures at Clear Creek, where the various blood percentages and their offspring can be seen. A spokesman for the group will make explanations and answer questions.

Next on the program will be a type demonstration and judging contest, with spectators invited to take part. Prizes will also be given in connection with the judging contest. Classes will be made up of show herds from both Clear Creek and Clear View ranches.

Dr. Oliver S. Willham, president of the Oklahoma A&M College, Stillwater, and Louis Gilbreath, manager of the Camp Ranch, Inc., Ocala, Florida, will be the principal speakers for the day. They will also arrange the classes and be in charge of the judging contests. Both Dr. Willham and Mr. Gilbreath are internationally known for their ability as a judge and for their knowledge of cattle in general. These men are also well known in Brangus circles. Louis Gilbreath has judged several Brangus shows in the past, including the First National Brangus show at the 1950 San Antonio Livestock Exposition. Dr. Willham did a very able job as judge of the Brangus breeding classes at the 1954 San Antonio show.

A banquet has been planned for the evening of Friday, October 29, at the Crystal Ballroom of the Hotel Vinita. All interested parties are invited to attend as guests of the Brangus Association. C. W. Voyles of Austin, Texas, will be master of ceremonies. He is first vice-president and a member of the board of directors of the American Brangus Breeders Association.

On Saturday, October 30, the Third Annual Brangus sale will be held at the Community Sale Barn in Vinita. This

GETTING READY FOR THE SHOWS



Typical Mauritz Santa Gertrudis being fitted for the fall and winter show circuit.

SEE OUR SHOW CATTLE AT THE FOLLOWING EVENTS:

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Yearling Bulls and Heifers \$600 Each

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SPECIAL QUARTER HORSE AUCTION

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Free Barbecue Both Days

Over 100 head of registered Quarter Horses from America's top blood lines including yearlings, two, and three-year-olds. Many top-bred, proven brood mares, stallions and geldings. Roping, Reining and Cutting Horses.

For years here at Foster's Ranches we have been breeding, buying and keeping the best Quarter Bred Horses we could obtain. Now because of drouth conditions we are compelled to cut deeply into our carefully selected herds. Foster horses have been sold at our specially conducted sales in 20 states, and have been consistent winners in most of the larger Quarter-Bred Shows.

NOW for the first time we are inviting the public to visit our ranch to see and buy our best—the kind of horses that we have never offered for sale before. Free catalog will be mailed on request after September 20, 1954.

DON'T FAIL TO ATTEND AND MEET YOUR FRIENDS AT THE
REALLY BIG SALE OF THE YEAR.

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World's Largest Dealers and Breeders of Quarter Bred Horses
50 Miles East of Springerville, Ariz. on U. S. Hiway 60

QUEMADO, NEW MEXICO

Auctioneers: Robert J. Kimbrough, Los Angeles, Calif. and D. A. Hallmark, Farwell, Texas
Ring Clerk: Gene Stuart, Los Angeles, Calif.

Four of our Top Santa Gertrudis females sell at Dallas, Nov. 13

We are consigning four daughters of Dinero, one of our top herd sires, to the East Texas Santa Gertrudis Association Sale at Dallas, Texas, November 13.

SALE AT STATE FAIR GROUNDS

This offering is from our show herd and will be in competition at the Waco and Dallas Santa Gertrudis Shows.

Bar B Ranch

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Organization of Cattlemen

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in the Interest of Cattlemen

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annual sale is the open door for any type of cattle breeder to get started producing Brangus—the short cut from grass to beef. This "Opportunity Sale" lists five sales divisions: Registered Brangus heifers and bulls; Enrolled three-quarter blood bulls; Enrolled half blood heifers and bulls; enrolled quarter blood heifers and bulls; and Enrolled purebred Angus females. The consignment includes 300 females, many of them selling bred and 30 bulls.

Every prospective buyer is assured of quality at the Third Annual Brangus sale. Every animal to be sold must be enrolled or registered with the American Brangus Breeders Association. Every animal must meet special requirements of the sale committee and must pass a rigid test by the screening committee.

All sale cattle have been officially tested or calfhood vaccinated for T.B. and Bangs. Blood samples have been tested at a state or federal accredited laboratory within 30 days of date of sale. Health papers will be furnished for shipment to all states and Canada. The cattle sell in top range condition. No other sale in the country offers such a unique opportunity to enter the Brangus field so easily. Bill Hagel of Springfield, Missouri, will again sell the cattle this year. Everyone is invited—so plan now to be in Vinita on October 29 and 30.

Brangus Briefs

By JO HEIDEN

It is a warm, windy Sunday afternoon in Vinita and the office is so quiet it is disconcerting. As much as we are up here, we have never yet gotten used to the stillness and quiet on Sundays.

Carl J. Aldenhoven of Fort Worth, Texas is fitting several animals to show. He has just returned from an extended trip to Europe.

Mr. and Mrs. Leonard Owens and children, Sondra and Terry, paid us a very enjoyable visit on their recent vacation trip through the Ozarks. We were happy to hear about Sondra's Brangus heifer winning a blue ribbon at the Gove County Fair. The Owens told us that Brangus in classes up there is a fairly new thing and that Sondra's heifer attracted a great deal of attention and favorable comment. This is Sondra's second year to show, since she fitted a cow and calf last year.

O. L. Surface of Alvin, Texas is entering his show herd in the 1955 National Brangus show at San Antonio.

W. B. Burmeister of Foley, Alabama advises us this is the hottest and driest weather Alabama has had in 82 years. He adds, however, that they have a pretty good corn crop, have put up a lot of silage, and have a fair amount of pasture to keep going in good condition for some time yet.

George Haney, Big Cabin, Oklahoma reports the sale of 39 steers to Garrett Herr of Lebanon, Indiana. Mr. Herr has

been feeding out steers for many years and reports he certainly does like these black Brangus.

Raymond Pope, owner of the Clear View Ranch, Vinita has just returned from a business trip through parts of Texas.

J. E. Alexa, West Plains, Mo., says the Howell County Fair now has a new fair ground, which is one of the best in the state. The Alexas entered three head in the Fair this year. They took a blue ribbon with their Brangus bull and won second place in the Baby heifer class with a four months old Brangus heifer, weighing 397 pounds.

Dale Baird sends us a very enthusiastic report on the progress of the forthcoming Gregg County Fair at Longview, Texas. Seven show herds have been entered in the Brangus breeding classes and include: Clear View Ranch, Vinita; E. B. Germany & Son, Dallas, Texas; TP Farms, Longview; Leon Southall, Longview; Dale Baird, Longview; Dale Carnegie Farms, Harrisonville, Missouri; and Clear Creek Ranch, Oklahoma City. By the time you read this, we will have the results on the show. Incidentally, Dale Baird is superintendent of the Brangus division and Jack Keen of Belton, Missouri is judge.

We had a good showing of Brangus cattle at the Windsor Four-County Fair, Windsor, Missouri on September 1st, 2nd, and 3rd. Jesse L. Dowdy, Otterville, Missouri judged the Brangus classes made up from the following herds: Clear View Ranch, Vinita; Dale Carnegie Farms, Harrisonville, Missouri; and A. R. Coble, Windsor. Champion bull honors went to Clear View 17th, owned by Clear View Ranch.

Interest in the Northeast Oklahoma Brangus Association's 3rd Annual Brangus Sale to be held in Vinita on October 30th is growing daily, with many requests coming in for catalogs. These will be ready to mail about October 1st. Let us know if you would like one.

Santa Gertrudis to Show At Chicago and Kansas City

SANTA GERTRUDIS cattle will be on exhibition for the first time in Chicago and Kansas City this fall.

A show herd of Santa Gertrudis will appear at the American Royal Livestock show, Kansas City, Oct. 16-23 and at the International Livestock Exposition, Chicago, Nov. 26-Dec. 4.

Santa Gertrudis also will be on exhibit for the first time at the South Texas State Fair, Beaumont, Oct. 14-23.

In addition Santa Gertrudis will participate in nine shows at fairs and exhibitions during the fall and winter season.

The Cattleman—Subscription rates: One year, \$2; three years, \$5; five years, \$8; foreign, one year, \$4.



An unretouched photograph of BIG RED. He was in the pen of bull calves which made the greatest gain in the Balmorhea Experiment Station's 138-day progeny test ending April 1, 1952. A top bull by the great sire, No. 900.

The winning of these calves against all entries in the Station's progeny test established recognition for the unusual qualities of Santa Gertrudis cattle and is a tribute to the breed's founders—Bob Kleberg and the King Ranch.

BIG RED will be included in the offering at our forthcoming sale.

WE WILL ALSO SELL:

4 two-year-old certified bulls—1 yearling bull—5 certified cows—2 yearling heifers (both by No. 900)—5 of our best heifer calves and 20 bull calves. Also Quarter Horses: 3 cutting—1 roping—1 brood mare—2 two-year-olds—3 yearlings—4 colts—all Waggoner bloodlines.

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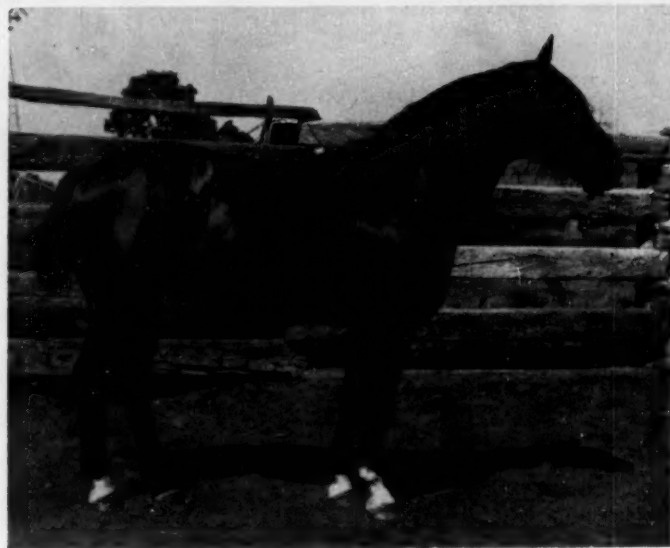
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1:00 p. m. — Walter Britten, Auctioneer

40 HEAD OF BREEDING STOCK

20 HEAD OF GOOD SADDLE HORSES

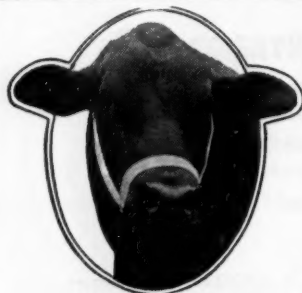
Stallions, Mares, Geldings, Colts, Fillies

Featuring some of the best blood of the breed. Much of the offering will be permanent by sale day. Among the stallions represented will be Popcorn P-2706, Red Mud Jr. P-14745 (He Sells); Butcher Boy P-2146; King Clegg P-7443, Honey Boy Parker P-10814, Red Thomas P-3749 and Wimpy II P-3433.

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We cordially invite you to visit our National Headquarters during the Northeast Oklahoma Brangus Association Sale, October 30th.

Write for free information and descriptive folder

AMERICAN BRANGUS BREEDERS ASSOCIATION

P. O. Box 81-C - Phone 1200 - Vinito, Okla.

Texas Aberdeen-Angus News

SEPTEMBER left just as dry as she came, but surprisingly, cattle prices have remained strong on the quality runs. We still argue that you must have the right kind to stay in the business now days. The good ones consume the same amount of feed as the poor quality ones and do it more justice by adding more dollars to each pound they gain.

The San Angelo Feeder Calf Sale, August 31, sponsored by the Texas Aberdeen-Angus Association, proved this point with a group of fancy commercial heifer calves going back to the country as replacements at a premium price of \$27.00. Several steer groups went to the feeders at \$24.00.

The numbers were shorter at the Hill Country Sale, Fredericksburg and at the Fort Worth sale, but prices on the choice feeder calves stayed around \$22.00. Cattlemen around the Fort Worth yards termed the first Fort Worth Angus sale a success and talk for a second one began immediately. It was the largest run of blacks to hit the market in a single day, 1001.

This fall is a good time to build up your herd's quality. Unless fall rains set in, bargains will prevail throughout the sale season. The drouth is not stopping the good ones from producing and the short grass is forcing many of them to be sold. The majority of them will sell in their every day clothes and will be ready to go to work. All bulls sold through the Association are of breeding age and females 23 months of age or older, are sold with a calf at side or are guaranteed to be safe with calf.

A listing of all the registered Aberdeen-Angus sales and shows will be found elsewhere in this issue. The Angus consignors and exhibitors invite you to come by and visit with them and see why they choose the blacks for the southwest.

Oklahoma Angus Feeder Calf Sale

APPROXIMATELY 1,000 Aberdeen-Angus feeder calves were sold at auction at the Stockyards in Oklahoma City, Okla., September 10 in a sale sponsored by the Oklahoma Aberdeen-Angus Association. The greater part of the offering sold in the \$18 to \$22 range with a top of \$25.75 per hundred paid for five steers consigned by John Pfeiffer of Orlando, Okla. Some representative sales were \$22.30 on 15 steers owned by Harry Kimblade, Carnegie; \$21.50 on 15 steers owned by Jean Neudstadt, Ardmore; \$21.25 on 15 steers owned by J. B. Perky, Stillwater; and \$21 on 5 steers owned by Jack Penner, Mill Creek, Okla.

Ray Sims was the auctioneer and Carlton Corbin was the sale manager.

Breeders Report Excellent Results from Advertising

Champions at Recent Fairs

MISSOURI STATE FAIR, SEDALIA, MO.

HEREFORDS

Champion Bull: Edg-Clif Farms, Potosi, Mo., on RCF Resolute Heir.

Reserve Champion Bull: Edg-Clif on ECF Royal Excel 21st.

Champion Female: Edg-Clif on ECF Baca Lady Elation.

Reserve Champion Female: Edg-Clif on ECF Silver Resobelle.

POLLED HEREFORDS

Champion Bull: Circle M Ranch, Senatobia, Miss., on CMR Advance R Larry.

Reserve Champion Bull: Circle M on CMR Double Mixer.

Champion Female: Circle M on CMR Choice Larryette.

Reserve Champion Female: Circle M on CMR Larryanna 15th.

ABERDEEN-ANGUS

Senior and Grand Champion Bull: Rose & McCrea, Maysville, Mo., on Corrector 262.

Junior and Reserve Grand Champion Bull: Penney & James, Hamilton, Mo., on Homeplace Eileenmere 552.

Reserve Senior Champion Bull: Penney & James on Homeplace Eileenmere 489.

Reserve Junior Champion Bull: Ralph L. Smith, Chillicothe, Mo., on Prince Peer 15 RLS.

Senior and Grand Champion Female: Smith on Bonnie Queen RLS.

Junior and Reserve Grand Champion Female: Penney & James on Queen Mother 65th.

Reserve Senior Champion Female: Penney & James on Homeplace Blackcap 102d.

Reserve Junior Champion Female: Smith on Miss Blackcap 3 RLS.

SHORTHORNS

Junior and Grand Champion Bull: C. E. Stewart & Sons, Rose Hill, Ia., on Twin Valley Banker 32d.

Reserve Junior and Reserve Grand Champion Bull: Stewart on Twin Valley Banker 33d.

Senior Champion Bull: Jones Bros., Granger, Mo., on Leader's Sensation.

Reserve Senior Champion Bull: C. M. Caraway & Sons, De Leon, Texas, on Golden Oak Recorder.

Senior and Grand Champion Female: Caraway on Golden Oak Queen 3d.

Junior and Reserve Grand Champion Female: Lewis Thiemann, Concordia, Mo., on Ransom Lily 6th.

Reserve Junior Champion Female: Stewart on Twin Valley Duchess 30th.

Reserve Senior Champion Female: Caraway on Golden Oak Mina 6th.

POLLED SHORTHORNS

Junior and Grand Champion Bull: Lewis Thiemann, Concordia, Mo., on Priam Royal Leader.

Reserve Junior and Reserve Grand Champion Bull: Alpine Farms, Lexington, Mo., on Alpine Model Leader 15th.

Senior Champion Bull: Glen E. Frazier, Milan, Mo., on Hillcrest Coronet 3d.

Senior and Grand Champion Female: Lewis Thiemann on Beauty Coronita 4th.

Junior and Reserve Grand Champion Female: Thiemann on Queen of Hearts 18th.

Reserve Senior Champion Female: Thiemann on Juno Coronita 3d.

Reserve Junior Champion Female: Thiemann on Nonpareil Coronita 18th.

WISCONSIN STATE FAIR, MILWAUKEE, WIS.

HEREFORDS

Champion Bull: Hillcrest Farms, Pocahontas, Ill., on Hillcrest Baca Domino 1st.

Reserve Champion Bull: Hickory Creek Farms, Richmond, Ill., on NPR Regal Larry 313th.

Champion Female: Hillcrest on Hillcrest Duchess 8th.

Reserve Champion Female: A. B. Dickinson, Lake Grove, Ill., on Big Foot Lady Zato 2d.

ABERDEEN-ANGUS

Senior and Grand Champion Bull: Lyman Kemmis & Sons, Prophetstown, Ill., on KF Bardolier.

Junior and Reserve Grand Champion Bull: West Woodlawn Farms, Creston, Ill., on Black Knight of WWF 11th.

Reserve Senior Champion Bull: West Woodlawn on Banner of West Woodlawn.

Junior Reserve and Wisconsin Champion Bull: L. L. O'Bryan, Mukwonago, Ill., on Prince Lake-wood 99th.

Senior and Grand Champion Female: West Woodlawn on Effiemere 3d of West Woodlawn.

Junior and Reserve Grand Champion Female: O'Bryan on Empress of Shadow Isle 14th.

Reserve Senior Champion Female: U. of Wis., Madison, Wisc., on Eric Pride 72 of UW.

Reserve Junior Champion Female: West Woodlawn on Brook Pride K 262d.

SHORTHORNS

Senior and Grand Champion Bull: Ringwell Farms, Ringwood, Ill., on Leveldale Profile.

Reserve Senior and Reserve Grand Champion Bull: Edellyn Farms, Wilson, Ill., on Edellyn Banker Mercury.

Junior Champion Bull: Marelbar Farms, Libertyville, Ill., on Marelbar Purvis.

Reserve Junior Champion Bull: Edellyn on Edellyn Security.

Senior Champion Female: Marelbar on Marelbar Lancaster 5th.

Reserve Senior Champion Female: W. A. Taylor, Pardeeville, Wis., on Hickories Victoria 16th.

Junior and Grand Champion Female: Marelbar on Marelbar Beauty 9th.

Reserve Junior and Reserve Grand Champion Female: Ringwell on Ringwell Augusta Ellen.

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RANGE BULLS
HERD BULLS**

3 yrs. old and ready for service

Price \$350 up

Also 20 top 2-year-old heifers



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Vernon Frost, Owner
Office: 25th Floor Esperson Bldg.
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PECAN ACRES RANCH

Otto Schulte
Livestock Mgr.
Ranch: Simonton, Texas

IOWA STATE FAIR, DES MOINES, IA.

HEREFORDS

Champion Bull: Walton W. Thorp, Britton, S.D., on TH Larry Onward 91st.
Reserve Champion Bull: C. C. Long & Son, Croydon, Ia., on TH Larry Onward 91st.
Champion Female: A. J. Minish & Sons, Dysart, Ia., on BK Lady Lill 4.
Reserve Champion Female: Adams Bros. & Co., Odebolt, Ia., on ABC Homemaker 28th.

ABERDEEN-ANGUS

Senior and Grand Champion Bull: Wilton Farms, Davenport, Ia., on Bandolier 523d of Wilton.
Reserve Senior and Reserve Grand Champion Bull: Penney & James, Hamilton, Mo., on Homeplace Eileenmere 419.
Junior Champion Bull: West Woodlawn on HR Prince 105th.
Reserve Junior Champion Bull: J. C. McLean, Quincy, Ill., on Dor-Mac's Bardoliermere 10th.

Senior and Grand Champion Female: Penney & James on Homeplace Blackcap 102.

Reserve Senior and Reserve Grand Champion Female: Ralph L. Smith, Chillicothe, Mo., on Bonnie Queen RLS.

Junior Champion Female: Penney & James on Homeplace Queen Mother 65th.

Reserve Junior Champion Female: Smith on Miss Blackcap 3 RLS.

SHORTHORNS

Senior Champion and Grand Champion Bull: Edellyn Farms, Wilson, Ill., on Edellyn Banker Mercury.

Reserve Senior Champion Bull: McCone Bros., Manilla, Ia., on Broadlawn Fortress 14th.

Junior Champion and Reserve Grand Champion Bull: W. C. Anderson & Son, West Liberty, Ia., on W. L. Bank Standard 8th.

Reserve Junior Champion Bull: Edellyn on Edellyn Royal Leader 187th.

Senior and Grand Champion Female: Geo. Struve & Sons, Manning, Ia., on Gipsy Maid 10th.

Junior and Reserve Grand Champion Female: McCone on Edwin's Augusta.

Reserve Senior Champion Female: C. M. Caraway & Sons, De Leon, Texas, on Golden Oak Queen 3d.

Reserve Junior Champion Female: Lewis W. Thieman, Concordia, Mo., on Ransom Lily 6th.

POLLED SHORTHORNS

Senior Champion Bull: G. W. Zimmel & Sons, Rockwell City, Ia., on Spotlight Impression.

Reserve Senior Champion Bull: Lynnwood Farm, Carmel, Ind., on Lynnwood Comet.

Junior and Grand Champion Bull: Lewis W. Thieman, Concordia, Mo., on Priam Royal Leader.

Reserve Junior and Reserve Grand Champion Bull: Edw. Laughlin, Imogene, Ia., on Jugger's Emblem.

Senior and Grand Champion Female: Otto Johnson & Son, Lohrville, Iowa, on Minerva Pearl 4th.

Reserve Senior Champion Female: Thieman on Beauty Coronita 4th.

Junior and Reserve Grand Champion Female: Thieman on Queen of Hearts 15th.

Reserve Junior Champion Female: Thieman on Lavender Coronita 17th.

ILLINOIS STATE FAIR, SPRINGFIELD, ILL.

HEREFORDS

Champion Bull: Circle A Hereford Farm, Morris, Ill., on CA Larry Domino.

Reserve Champion Bull: M. P. Moore, Senatobia, Miss., on CMR Double Mixer.

Champion Female: Circle A on CA Larryette 127th.

Reserve Champion Female: C. H. Kirkpatrick & Sons, Marion, Ill., on K Princess Larry 8th.

POLLED HEREFORDS

Champion Bull: C. L. McHatten, Baldwin, Ill., on W F Domestic Mixer.

Reserve Champion Bull: Gentry D. Adams & Son, Allendale, Ill., on A Choice Domino.

Champion Female: Adams on A Choice Domnette 1st.

Reserve Champion Female: James Walsh, Jr., Carmi, Ill., on JJJ Misc Duke.

ABERDEEN-ANGUS

Senior and Grand Champion Bull: J. Garrett Tolan, Pleasant Plains, Ill., on Mr. Eileenmere.

Reserve Senior Champion Bull: A. R. Althaus & Son, La Moille, Ill., on Bandolier A 50th.

Junior and Reserve Grand Champion Bull: J. C. McLean, Quincy, Ill., on Dor-Mac's Bardoliermere 10th.

Reserve Junior Champion Bull: Tolan on Eileenmere 1290th.

Senior and Grand Champion Female: Tolan on Paulinmere J.

Reserve Senior and Reserve Grand Champion Female: F. M. Bradley & Sons, Avon, Ill., on Blackcap Bradley.

Junior Champion Female: West Woodlawn on entry.

Reserve Junior Champion Female: Tolan on Genettmere.

SHORTHORNS

Senior and Grand Champion Bull: Edellyn Farms, Wilson, Ill., on Edellyn Banker Mercury.

Reserve Senior and Reserve Grand Champion Bull: Mathers Bros., Mason City, Ill., on Leveldale Caesar.

Junior Champion Bull: Mathers on Leveldale Anthony.

Reserve Junior Champion Bull: William Bartholomay, Jr., Libertyville, Ill., on Marellbar Purvis.

Senior and Grand Champion Female: Mathers on Leveldale Miss Ramsden.

Reserve Senior and Reserve Grand Champion: Herman W. Alber, Dixon, Ill., on Lorwen Lavender 3d.

Junior Champion Female: Bartholomay on Marellbar Lancaster 7th.

Reserve Junior Champion Female: B. Hollis Hanson, Connersville, Ind., on H H F Air Augusta S.

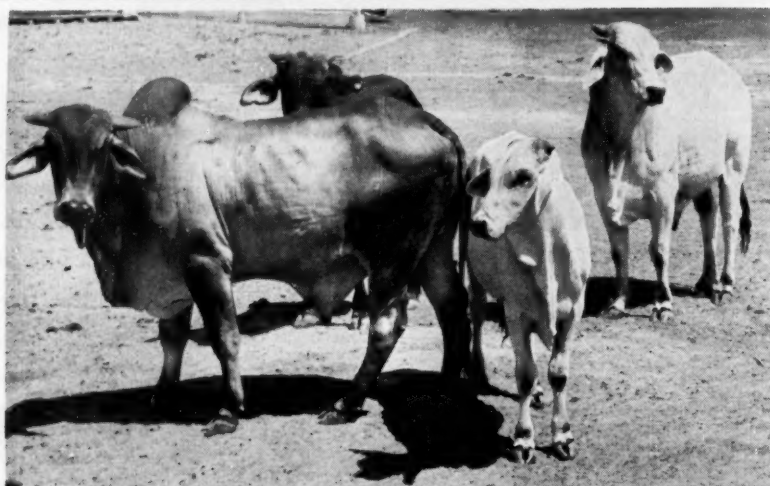
POLLED SHORTHORNS

Senior and Grand Champion Bull: Albert A. Clausen, Arthur, Ill., on Lynnwood Fortress.

Junior and Reserve Grand Champion Bull: Lewis Thieman, Concordia, Mo., on Priam Royal Leader.

Reserve Senior Champion Bull: Lynnwood Farms, Carmel, Ind., on Lynnwood Comet.

Reserve Junior Champion Bull: Lloyd Saxe, Albia, Ill., on H F Royal King.



Like money in the bank

You can bank on Flato Brahmans. That blue ribbon Manso bloodline keeps delivering top production year after year, making money for you. Whether your aim is for prizes or profits you should look at our herd. We're always glad to have you visit our stock farm, near Banquete, between Robstown and Alice, off Highway 44. We believe you'll like what you see.

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FLATO
Brahmans

Junior and Grand Champion Female: Thieman on Queen of Hearts 18th.

Senior and Reserve Champion Female: Thieman on Beauty Coronita 4th.

Reserve Senior Champion Female: Alpine Farms, Lexington, Mo., on Alpine Roan Lady.

Reserve Junior Champion Female: Thieman on Nonpareil Coronita 18th.

OHIO STATE FAIR, COLUMBUS, OHIO

HEREFORDS

Champion Bull: Portage Farms, Woodville, Ohio, on Portage, Jr. Mixer 10.

Reserve Champion Hereford Bull: Portage on Portage Jr. Mixer 25.

Champion Female: Portage on Portage Plusette 57th.

Reserve Champion Female: Hi-Point Farms, Romeo, Mich., on HP Miss B. Regent 8th.

POLLED HEREFORDS

Champion Bull: Double E Ranch, Senatobia, Miss., on EER Royal Numode 6th.

Reserve Champion Bull: Myrtlewood Farm, Lexington, Ky., on Hillcrest Type P.

Champion Female: Double E on EER Victoria Duchess 5th.

Reserve Champion Female: C. E. Knowlton, Bellefontaine, Ohio, on CEK Duke's Duchess.

ABERDEEN-ANGUS

Senior and Grand Champion Bull: Red Gate Farm, Millwood, Va., on Prince of Red Gate 45th.

Reserve Senior Champion Bull: J. Garrett Tolan, Pleasant Plains, Ill., on Banmere 7.

Junior and Reserve Grand Champion Bull: Tolan on Eileenmere 1290.

Reserve Junior Champion Bull: Den Mor Farms, Wilmington, Ohio, on Ankonian 3550.

Senior and Reserve Grand Champion Female: Red Gate Farm on Eurotia of Red Gate 9th.

Reserve Senior Champion Female: Tolan on Paulinmere T.

Junior and Grand Champion Female: Great Oaks Stock Farm, Rochester, Mich., on Pauline Grenada G. R. 3.

Reserve Junior Champion Female: Tolan on Genettmere.

SHORTHORNS

Senior and Grand Champion Bull: Mathers Bros., Mason City, Ill., on Leveledale Caesar.

Reserve Senior Champion Bull: Brown's of Kentucky, LaGrange, Ky., on Brown Forman Command.

Junior and Reserve Grand Champion Bull: Mathers on Leveledale Critic.

Reserve Junior Champion Bull: M. H. Woody, Greentown, Ind., on Gambler's Achtol.

Senior Champion Female: Mathers on Leveledale Miss Ramsden.

Reserve Senior Champion Female: Gerry Weber, Foster, Ohio, on Eureka Amelia 4th.

Junior and Grand Champion Female: Cyrus S. Eaton, Northfield, Ohio, on Acadia Primula 3d.

Reserve Junior and Reserve Grand Champion Female: B. Hollis Hanson, Connersville, Ind., on H F Air Augusta S.

POLLED SHORTHORNS

Senior and Reserve Grand Champion Bull: C. B. Teegardin, Ashville, Ohio, on Circleview Leader.

Reserve Senior Champion Polled Shorthorn Bull: L. & L. Farms, Dothan, Ala., on Oakwood Conquest.

Junior and Grand Champion Bull: Landen Farms, Foster, Ohio, on L. F. Fascination.

Reserve Junior Champion Bull: Gerald Clodfelter, Greencastle, Ind., on Glatwyn Leader II.

Senior and Grand Champion Female: Clodfelter on Glatwyn Mina 8th.

Reserve Senior Champion Female: C. B. Teegardin on Juggler's Lancaster Lady.

Junior and Reserve Grand Champion Female: Landen on L. F. Evergreen.

Reserve Junior Champion Female: C. B. Teegardin on Oakwood Clara C.

COLORADO STATE FAIR, PUEBLO, COLO.

HEREFORDS

Champion Bull: McDannald Ranches, Hartsell and Littleton, Colo., on PHR Dandy Larry 42.

Reserve Champion Bull: A. V. Van Dyke, Springer, N. M., on CK Cristy Sev Two 9th.

Champion Female: Alex Born & Son, Follette, Texas, on Miss Texas Dandy D 17th.

BIENVENIDOS

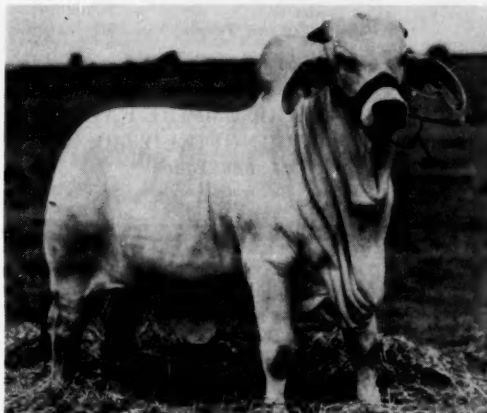
VISITANTES PAN-AMERICANOS A NUESTRA
EXPOSICION DE GANADO BRAHMAN EN LA
EXPOSICION PAN-AMERICANO DE GANADO
DALLAS, TEXAS, Del 9 al 24 de OCTUBRE

TRANSLATION:

Welcome, Pan-American
visitors to our exhibit of
Brahman cattle at the
Pan - American Livestock
Exposition, Dallas, Texas,
Oct. 9-24.



Winnings of HCK Suva
Nobille 1st (Pictured)
Reserve Champion bull at
Phoenix and Waco
First in class at Houston
and San Antonio



OTHER KOONTZ BRAHMAN WINNINGS

WACO (Heart O' Texas Fair)

Reserve Champion Bull

4 Firsts

4 Seconds

DALLAS (Texas State Fair)

Reserve Champion Female

3 Firsts

HOUSTON Fat Stock Show

Champion Female

5 Firsts

2 Seconds

SAN ANTONIO

Livestock Exposition

Champion Female

Reserve Champion Bull

4 Firsts

4 Seconds

ARIZONA

National Livestock Show

Champion Female

Reserve Champion Female

Reserve Champion Bull

9 Firsts

HENRY C. KOONTZ


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Clarence (Snake) Taylor, Herdsman

We are breeding for big-boned, beef-type, straight backed Brahman. For Sale: A number of top quality yearlings from our 1953 calf crop.

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You'll need those Brahman Bulls when you're restocking; so why not buy now?

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SARTWELLE BROS.

J. W. SARTWELLE

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Houston 4, Texas

Reserve Champion Female: Atchison's PGR Herefords, Colorado Springs, Colo., on Belle Rocket 26th.

ABERDEEN-ANGUS

Senior and Grand Champion Bull: Antelope Springs Ranch, Nunn, Colo., on Model Endeavor of ASR.

Reserve Senior and Reserve Grand Champion Bull: Aberdeen Acres Ranch, on Eileenmere 113th.

Junior Champion Bull: Mecom Angus Ranch, Weston, Colo., on Mecom Prince Supreme.

Reserve Junior Champion Bull: Haystack Angus Ranch, Longmont, Colo., on Shadow Isle Prince Eric 85th.

Senior and Grand Champion Female: Haystack Angus Ranch on Erica 9th of Shadow Isle.

Reserve Senior and Reserve Grand Champion Female: Mecom Angus Ranch on Miss Burgess 3rd of Walacres.

Junior Champion Female: Mecom Angus Ranch on Miss Bummer of SAR.

Reserve Junior Champion Female: Mecom Angus Ranch on entry.

SHORTHORNS

Junior and Grand Champion Bull: John R. Cummings & Son, Elizabeth, Colo. on Gold Prince.

Senior and Reserve Grand Champion Bull: Cummings on Braemor Prevalent 22.

Reserve Junior Champion Bull: Cummings on Idylweiss.

Senior Champion Female: Cummings on Duchess of Gloster 62.

Junior Champion Female: Cummings on Joan 25th.

Reserve Junior Champion Female: Cummings on Idylweiss Nonpareil 4th.

OSARK EMPIRE FAIR, SPRINGFIELD, MO.

HEREFORDS

Champion Bull: Mission Hills Farm, Joplin, Mo. on BR Proud Mixer 85th.

Reserve Champion Bull: Olvey Hereford Ranch, Harrison, Ark. on BHR Helmsman H821.

Grand Champion Female: Olvey on OHR Miss Helms H 878.

Reserve Champion Female: Mission Hills on MHF True Heiress 30th.

ABERDEEN-ANGUS

Junior Champion Bull: Hudelson Bros., Pomona, Kans. on Eileenmere of Pokane 5th.

Reserve Junior Champion Bull: Clearwater Farms, Springfield, Mo. on Prince 127 of Clearwater.

Senior and Grand Champion Bull: Red Oak Farms, Rocky Comfort, Mo. on Black Peer of Red Oak 53rd.

Reserve Senior and Grand Champion Bull: Red Oak on Black Peer of Red Oak 39th.

Reserve Senior Champion Female: Red Oak on Juana E of ROF.

Reserve Junior Champion Female: Bradley Angus Farm, Calhoun, Mo. on Blackbird of BAF.

Senior and Grand Champion Female: Red Oak on Pride of ROF 13th.

Junior and Reserve Grand Champion Female: C. T. Ranch on Miss Erica 8 of C. T.

SHORTHORNS

Reserve Junior Champion Bull: McReynolds and Sandridge, Reeds, Mo., on Cicers.

Junior and Grand Champion Bull: Henry Dishman & Sons, Strafford, Mo., on Poplar Lustre.

Senior and Reserve Grand Champion Bull: Bob Williams, Aurora, Mo. on H. C. Sensation.

Reserve Senior Champion: Dr. & Mrs. J. B. Stoll, West Plains, Mo. on L F Rosewood 7th.

Reserve Junior Champion: Stoll on Roberta.

Junior and Grand Champion, Female: McReynolds and Sandridge on Avilla Gloster 2nd.

Senior and Reserve Grand Champion Female: Dishman on Poplar Narcissus 3rd.

KANSAS FREE FAIR, TOPEKA, KANS.

HEREFORDS

Champion Bull: John M. Lewis & Sons, Larned, Kans., on ALF Carlos Rupert 4th.

Reserve Champion Bull: Lewis on JFG Domestic Mixer.

Champion Female: Lewis on ALF Lady Return 106.

Reserve Champion Female: CK Ranch, Brookville, Kans., on CK Rozato 3d.

ABERDEEN-ANGUS

Senior and Grand Champion Bull: Rose & McCrea, Maysville, Mo., on Corrector 262.

Junior and Reserve Grand Champion Bull: Rose & McCrea on Corrector 8th R & Mc.

Reserve Senior Champion Bull: E. J. Tatge & Son, Pomona, Kans., on Eileenmere EST 13.

Reserve Junior Champion Bull: Hudelson Bros., Pomona, Kans., on Eileenmere of Pokan 5th.

Senior and Grand Champion Female: Blackpost Ranch, Olathe, Kans., on BPR Georgina 4th.

Junior and Reserve Grand Champion: Blackpost on Miss Eileen ELS.

Reserve Senior Champion: Rose & McCrea on Proud Bessie R & Mc.

Reserve Junior Champion: Rose & McCrea on Pride R & Mc 514.

SHORTHORNS

Senior and Grand Champion Bull: J. A. Collier, Fletcher, Okla., on Hallwood Magna Mercury 7th.

Junior and Reserve Grand Champion Bull: C. E. Stewart & Sons, Rose Hill, Ia., on Twin Valley Banker 32d.

Reserve Junior Champion Bull: Stewart on Twin Valley Banker 33d.

Reserve Senior Champion Bull: Collier on Hallwood Secret Leader.

Senior and Grand Champion Female: C. M. Caraway & Sons, De Leon, Texas, on Golden Oak Queen 3d.

Junior and Reserve Grand Champion Female: Caraway on Golden Oak Missie 42d.

Reserve Senior Champion Female: Caraway on Golden Oak Mina 6th.

Reserve Junior Champion Female: Stewart on Twin Valley Sylvia Crocus 2d.

NEBRASKA STATE FAIR, LINCOLN, NEB.

HEREFORDS

Champion Bull: Orvil E. Kuhlmann, North Platte, Neb., on Gold Co-Pilot.

Reserve Champion Bull: Ray Dillon & Son, Hutchinson, Kans., on RDS Duke Pride 12th.

BEEFMASTERS FOR SALE

As the dry weather continues we will sell
most any kind of a Gibson Beefmaster
you want—cows, calves, bulls.

These cattle were all purchased from the Lasater
herds or are direct descendants of
Lasater Beefmasters



DAN GIBSON
SNYDER, TEXAS

Phone 3-3024

Clairemont Route

Champion Female: Kuhlmann on Hazel Domino 52.

Reserve Champion Female: John M. Lewis & Sons, Larned, Kans., on ALF Lady Return 106.

ABERDEEN-ANGUS

Senior and Grand Champion Bull: Rose & McCrea, Maysville, Mo., on Corrector 262.

Reserve Senior Champion Bull: Penney & James, Hamilton, Mo., on Homeplace Eileenmere 400.

Junior and Reserve Grand Champion Bull: Rose & McCrea on Corrector 8th R&Mc.

Reserve Junior Champion Bull: Penney & James on Homeplace Eileenmere 552.

Nebraska Grand Champion Bull: Sunny Farm, West Point, Neb., on Prince Burgess 10th of SF.
Senior and Grand Champion Female: Spring Valley Angus, Bayard, Ia., on Miss Blackcap SA 102.

Junior and Reserve Grand Champion Female: Penney & James on Homeplace Queen Mother 65th.

Reserve Junior Champion Female: Spring Valley on Black Progress W.

Reserve Senior Champion Female: Penney & James on Homeplace Blackcap 99.

Nebraska Champion Female: Sunny on Blackbird Lassie 5th of SF.

SHORTHORNS

Senior and Grand Champion Bull: W. E. Thorne, Lancaster, Kans., on Ramack Memory.

Reserve Senior and Reserve Grand Champion Bull: Thorne on Mercury's Royal Plat.

Junior Champion Bull: Thorne on Memory Max LF 4T.

Reserve Junior Champion Bull: C. M. Caraway & Sons, De Leon, Texas, on Prince Peter Mason 19th.

Senior and Grand Champion Female: Caraway on Golden Oak Queen 3d.

Reserve Senior Champion Female: Caraway on Golden Oak Mina.

Junior and Reserve Grand and Nebraska Champion Female: C. Retzlaff, Walton, Neb., on Braemor Lady Clipper.

Reserve Junior Champion Female: C. E. Stewart & Son, Rose Hill, Ia., on Twin Valley Duchess 3d.

POLLED SHORTHORNS

Senior and Grand Champion Bull: Lynnwood Farms, Carmel, Ind., on Lynnwood Comet.

Reserve Senior and Reserve Grand Champion Bull: Wallace Bros., Barnard, Kans., on Collynie DeLuxe.

Junior Champion Bull: Lou Laughlin, Imagine, Kans., on Jugglers Emblem.

Reserve Junior Champion Bull: Lusk on Bar L Viking 15th.

Senior and Grand Champion Female: Lynnwood on Lynnwood Lustre 8th.

Reserve Senior and Reserve Grand Champion Female: Wallace on Jo Ann Matron 2d.

Junior Champion Female: Albert Hultine & Sons, Saronville, Neb., on Augusta 13th.

Reserve Junior Champion Female: Wallace on Jo Ann 3d.

Wiescamp Horses Win At Colorado State Fair

HANK WIESCAMP, Alamosa, Colo., was the major winner in the horse shows held in conjunction with the Colorado State Fair at Pueblo. Wiescamp scored heavily in both the Quarter Horse and Palomino shows.

In the Quarter Horse show, Spanish Nick was named champion stallion, Skipperette was champion mare and Schoolmum was reserve champion mare. All three are owned by Wiescamp. Poco Bob, owned by Hilliard Miller, Eagle, Colo., was reserve champion stallion.

In the Palomino show, Spanish Nick came through again and was named champion stock horse stallion. He is registered in both A.Q.H.A. and P.H.B.A. Skippy Scoot, shown by Wiescamp was reserve champion stock horse stallion and

Son O'Nick, also a Wiescamp entry, was champion gelding.

The champion stock horse mare was Wilson's Lady, owned by Glen L. Casey, Amarillo and Mac's Blondie, owned by LaRue Gooch, Simla, Colo., was reserve champion.

In the pleasure type Palomino competition, Whirlwind's Golden Lassie, owned by Jake Widmar, Pueblo, Colo., was champion stallion and Stonewall's Golden Honey, owned by Bertha Omlansky, Pueblo, was reserve champion.

Mrs. Jake Janowitz, Lakewood, Colo., showed the champion pleasure type mare, Golden Joy Boy and Golden Malik, owned by Doris Barmey, Byers, Colo., was reserve champion.

Quarter Horse Champions At Tri-State Fair

IKE RUDE, owned by LeRoy Campbell, Claude, Texas, and Hickory Ann Hill, owned by O. G. Hill, Hereford, Texas, shared the stallion and mare championships respectively, in the Quarter Horse Show held in conjunction with the Tri-State Fair at Amarillo.

French Fry, owned by Johnny Burson, Silverton, Texas, was reserve champion stallion and Eddie's Pokey owned by Inman Bros., Canyon, Texas, was reserve champion mare. Pats Creek, owned by Roy Mitchell, Stratford, Texas, topped the geldings.



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That Are GENTLE, GOOD MILKERS
TOPS FOR CROSS BREEDING

Now offering serviceable age bulls of the best
quality at bargain prices.

Dr. T. M. Neal

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MISS RED BROWN 32

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TREND
IS
TOWARD**

RED BRAHMANS



STANLEY KUBELA

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Palacios, Texas

or

Route 4
Seguin, Texas

Feeding Guar Beans to Steer Calves On Grass

By E. H. McILVAIN, U. S. Southern Great Plains Field Station, Woodward, Okla.

GUAR beans are indicated to be an acceptable protein supplement for wintering steer calves on grass. A daily ration of 3.5 pounds of rolled guar beans per weaner steer produced slightly greater gains per head and more "bloom" than a standard daily steer ration of 2 pounds of 41 per cent cottonseed pellets. This preliminary information was obtained during the 158-day winter grazing period, November 13, 1953, to April 20, 1954, at the U. S. Southern Great Plains Field Station, Woodward, Oklahoma.¹

Results given in this brief progress report are the first data from a planned three-year study. Although definite conclusions and recommendations cannot yet be made, results are encouraging that guar can be used satisfactorily as a protein supplement for beef cattle.

¹Progress report prepared July 20, 1954, of a guar feeding study conducted at the U. S. Southern Great Plains Field Station, Woodward, Okla., by the Forage and Range Section, Agricultural Research Service, U. S. Department of Agriculture, in cooperation with the Oklahoma Agricultural Experiment Station, Stillwater, Okla., General Mills, Inc., Kenedy, Texas, and J. O. Wells, Rancher of Canadian, Texas. The author is Range Ecologist, Acting Superintendent.

Table 1. Feeding Rolled Guar Beans in Comparison with Cottonseed and Soybean Pellets to Weaner Steer Calves on Grass During Winter of 1953-54.

Item of comparison	Rolled Guar Beans	Cottonseed Pellets	Soybean Pellets
Animal Data:			
Number of weaner steers.....	10	10	10
Initial weight, 11/2-3/53; pounds.....	441	442	441
Initial feeder grade, 11/3/53.....	77	77	77
Initial fleshing condition, 11/3/53.....	10	10	10
Spring weight, 4/19-20/54; pounds.....	576	559	564
Winter gain, 158 days; pounds.....	135	117	123
Ration on Range:			
Native grass ¹	Ad Lib	Ad Lib	Ad Lib
Salt.....	Ad Lib	Ad Lib	Ad Lib
Supplemental protein; pounds daily ¹	3.5	2.0	2.0
Protein content of feed; %.....	25	41	41
Additional protein per head; pounds daily.....	.88	.82	.82

¹Steers were rotated between similar pastures at 15-day intervals to reduce all variables to a minimum, except the supplemental feed under study.

²Actual feeding period was from December 4, 1953, through April 20, 1954.

Table 2. Chemical Analyses of Two Lots of Guar Beans Fed at Woodward in 1953-54.

Sample No.	Moisture	Ash	Protein	Fat	Fiber	NFE	Ca	P
	%	%	%	%	%	%	%	%
1	13.5	3.1	25.4*	3.2	8.4	46.4	—	—
2	6.9	3.4	25.0	2.6	10.0	52.1	.38	.39

*These beans analyzed slightly lower in protein content than average guar beans.

RIO NEGRO—GAUCHO—ESTRELLA

King of Kings



RIO RED KING 144

Son of Rio Negro—Grandson of Estrella

Our Breeding Aim:

Our Breeding Program features the MAXIMUM AMALGAMATION of those three great Imported Red Brahman Sires—

RIO NEGRO, GAUCHO and ESTRELLA

We are using as Red Herd Bulls only RIO RED KING 144 and six of his Top Sons: CHEROKEE KING 40, CHEROKEE KING 41, CHEROKEE KING 44, CHEROKEE KING 71, CHEROKEE KING 72 and CHEROKEE KING 85.

The 150 females in our Red Foundation Herd include 34 cows sired by GAUCHO and 25 cows sired by RIO NEGRO. All of our females are mated so that the MAXIMUM POSSIBLE BLOOD of all three Imported Red Brahman Sires mentioned above will be transmitted to their progeny.

CHEROKEE RANCH

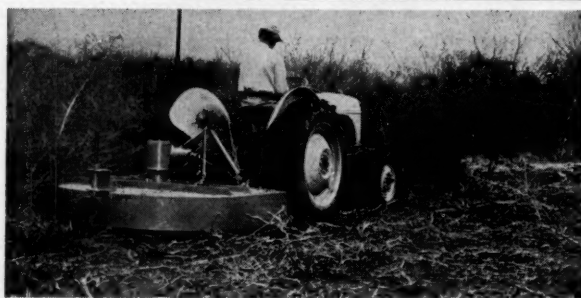
C. E. YOAKAM, Owner
(Ranch at Cherokee, San Saba County, Texas)

OFFICE ADDRESS:

P. O. Box 152 — San Saba, Texas

King of Kings

RIO NEGRO—GAUCHO—ESTRELLA



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It's no trick at all to convert brush land like this into cattle-carrying pasture with a Caldwell PL-2 (shown above) or an S-2 Rotary Brush Cutter. These machines will cut and chop up brush up to two inches in diameter, and do it so well that grass can get an immediate foothold.

The PL-2 is for three-point attachment, the S-2 is wheeled. Either will do a fine job for you. Economical to own, economical to operate. Write:

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CORPUS CHRISTI, TEXAS

Guar (pronounced gwär) is now being grown as a cash and soil improvement crop on a limited commercial scale in Texas and Oklahoma. It is generally adapted to sandy soils in the cotton and sorghum areas west of the 35-inch rainfall line and south of the 38th parallel. It should be grown as a row crop, with inoculation, phosphate fertilization, and clean cultivation. It matures in about 125 days—the same as many sorghums.

Guar has two uses at present, and it promises to have a third. It can be grown in rotation with crops as a soil-building legume; or the beans can be easily harvested as a cash crop and a limited quantity of seed can be used by industry for the production of a vegetable gum. It is not an oil crop. Its third use promises to be that of a home-grown protein supplement for cattle.* The need to determine this information prompted the present investigation.

This guar-feeding study was conducted at the request of Dr. C. J. Whitfield, Research Liaison Representative, Soil Conservation Service. The primary purpose was to determine if rolled guar beans could be used as part or all of the protein supplement for beef steers on grass in winter. Another purpose was to determine if guar, a different type of protein feed than the commonly used supplement, might be a more efficient additive to winter forage in this region. If so, guar, a new summer legume, might find widespread usage in a joint roll of (1) a soil improving crop, (2) a cash crop, and (3) a home-grown protein feed.

Methods and Results

Ten head of weaner steer calves were wintered on open range and dry grass at Woodward. They were fed a daily ration of rolled guar beans in direct comparison with other lots fed cottonseed and soybean pellets. The steer calves were purchased from Jack and Bob Mansfield of the Alamosa Ranch, Vega, Texas. J. O. Wells, Canadian, Texas, furnished the steers to the U. S. Government for testing purposes. The steers were trucked to Woodward in mid-October, weaned on standing sorghum, branded, vaccinated, treated for ear ticks and lice, and then allowed to recover from the weaning and working operation for a period of three weeks. They were then weighed individually on two successive days, and were graded as to feeder quality by a committee of animal husbandmen. The steers were next allotted to experimental treatments so that each lot contained a uniform number and kind of animals. They were again weighed on two successive days at the end of winter, see table 1.

Several samples of the guar beans were analyzed chemically by both General Mills and the Agricultural Chemistry Research Department of Oklahoma A. & M. College. Typical analyses are shown in table 2.

The guar beans were rolled by a cus-

tom feed mill in Woodward to about the same degree of coarseness as rolled milo. A few whole beans could be found in the final product and there was very little meal. The steers appeared a little reluctant to eat the beans at first so about one-third pound of 41 per cent cottonseed meal per steer was mixed with the guar for about two weeks, and then withdrawn. After that the steers ate the beans avidly.

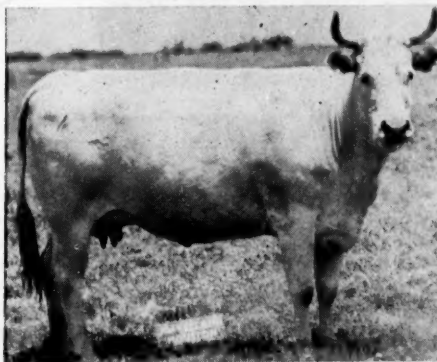
The guar-fed steers showed more bloom throughout the winter. As shown in table 1, they out-gained the other lots. This additional gain could well have been due to the extra carbohydrates that were fed in order to compare similar protein levels. There was no unusual tendency observed for the animals to scour, although one

animal scoured a little throughout the winter. The same effect was noticed in several other lots, however.

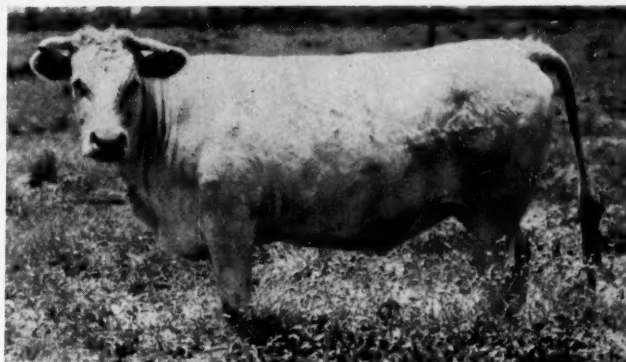
On April 20 all of the steers involved in this study were placed together in one pasture for summer grazing without supplement, except salt, to determine the effect of winter treatment on summer gains. The yearling data will be reported in another progress report to be issued in October, 1954. It is planned to continue this study for at least another two years to obtain more conclusive information. It is planned to add another guar lot which will be fed only two pounds per head daily. This will be on a comparable cost basis with cottonseed since the price of guar beans is quite similar to that of 41 per cent cottonseed pellets.

SANTA ANITA RANCHES

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CHARBRAY COW



CHAROLAISE COW

Santa Anita Ranch No. 1, located in Hidalgo County, Texas, on FM Highway 1017, four miles west of the Linn railroad station. Mr. A. M. Brown, Ranch Foreman, Box 7, Linn, Texas.

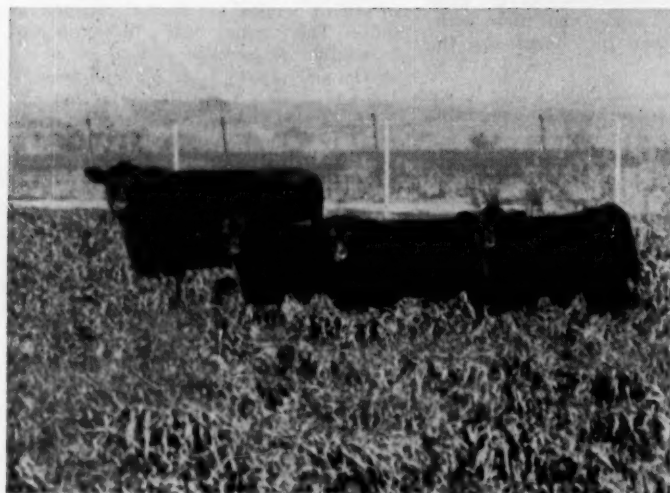
Santa Anita Ranch No. 2, located in Fort Bend County, Texas, 17.6 miles south of Richmond, on FM Highway 762, east from this point 6 miles on gravel road. Mr. Leon Clayton, Ranch Foreman, Route 1, Needville, Texas.

Our Hidalgo County Ranch is specializing in the Charolaise animal. The Fort Bend County Ranch is specializing in the Charbray animal.

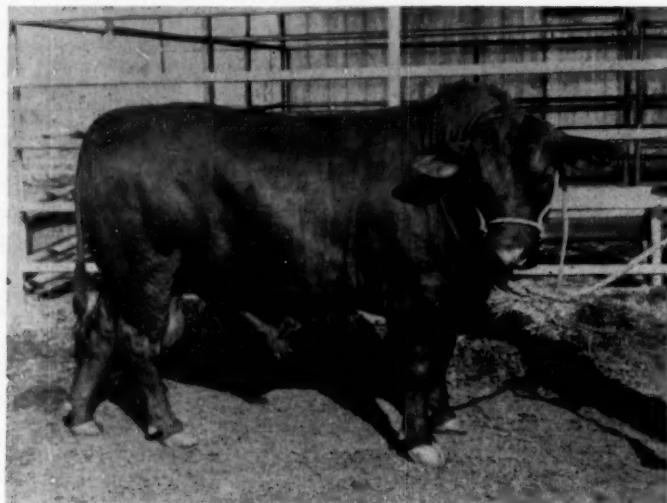
PLEASE NOTE THE LONG BODIES ON THESE ANIMALS AND THE UDDERS FOR MILK. THESE CHARACTERISTICS MAKE IT POSSIBLE TO BREED CALVES WHICH WILL WEIGH CONSIDERABLY MORE AT SEVEN MONTHS OF AGE THAN THE BRITISH BREED OF CALVES. IT IS NOT UNCOMMON TO FIND CALVES, PRODUCED FROM CHARBRAY MOTHERS, AT TWELVE MONTHS OF AGE WEIGHING 1000 POUNDS. THE CALF CROP ON OUR RANCHES THIS YEAR, PRODUCED FROM ½ CHAROLAISE MOTHERS, WILL AVERAGE 565 POUNDS AT SEVEN MONTHS OF AGE. WE HAVE FOR SALE A GOOD SELECTION OF CROSS-BREED BULLS VARYING FROM ¾THS TO 15/16THS CHAROLAISE. WE ALSO HAVE FOR SALE A LIMITED NUMBER OF CROSS-BREED HEIFERS. VISIT OUR RANCHES AND SELECT WHAT YOU NEED. OUR PRICES ARE REASONABLE.

*Dr. Horace J. Harper, Agricultural Director, The Samuel Roberts Noble Foundation, Inc., Ardmore, Oklahoma, is also conducting studies to determine if guar can be successfully grown, ensiled, and fed with sorghum forage.

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REGISTERED ANGUS COWS

QUALITY $\frac{3}{4}$ -BLOOD BULLS

Prolific, Pedigreed $\frac{3}{4}$ -Bulls for Better Breeding

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Registered 2 and 3-year-old Brangus cows and yearling heifers bred to champion and prize-winning Brangus show herd bulls. Registered Angus cows bred to $\frac{3}{4}$ -blood pedigreed, quality bulls.

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of Quality Registered
ANGUS and BRANGUS
"BLUE RIBBON"
Stock at Auction



The thoroughbred herd that produced more Blue Ribbon class winners than any other exhibitor at the 1954 National Brangus Show is to be sold at auction in a complete dispersal sale. Recognized as one of the top Brangus herds in the country, Brangus Valley Farms is known for quality breeding. The majority of the 142 head of registered Angus brood cows are from the top Eileenmere, Bandolier, and Sunbeam bloodlines. The entire "show herd" is included in the sale. You'll be bidding, too, on those topnotch, pedigreed $\frac{3}{4}$ -blood bulls that have been so prolific in our herd. Brangus Valley Farms is well established as breeders of quality Brangus cattle. From our 100% Brangus calf crop of 1953 came the 1954 show string that won three out of a possible four blue ribbons at the National. And, for better breeding, don't overlook those black, beefy Brangus bulls we're offering. Here's a dispersal sale YOU can't afford to miss.



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Here's an exceptional opportunity to purchase a foundation herd of Brangus at dispersal sale prices. Quality-bred cattle that will produce profitable beef for you. Brangus are a recognized and proven breed of cattle. Brangus Valley Farms have a proven reputation for better breeding of Brangus. YOU can profit from any selection you make at this sale.

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CAN SHOW EXTRA PROFITS

1. 34 Brangus 3 yr. old cows
2. 13 Brangus 2 yr. old cows
3. 48 Brangus yearling heifers
(including 1954 reserve g. c.)
4. 3 year old champion Brangus bull
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7. 60 good 1954 Brangus heifer calves
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9. 111 Angus cows
(54—4 yr. old, 57—3 yr. old)
10. 31 Angus cows (mostly 5 yr. old)
11. Many cows with calves by side
12. 12 topnotch $\frac{3}{4}$ -blood bulls



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ALL HEIFERS
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LAKE VILLAGE, ARKANSAS



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Living*





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Four Beef Breeds Compete At East Texas Fair

THE purebred livestock show held in conjunction with the East Texas Fair at Tyler, Texas, September 13-18 was one of the best ever held at Tyler, four beef breeds being represented — Herefords, Aberdeen-Angus, Shorthorns and Brahman.

William Watt, Saginaw, Texas, judged the Herefords; Tommie E. Stuart, San Antonio, Texas, judged the Aberdeen-Angus; Robert Collier, Fletcher, Okla., judged the Shorthorns; and Lee Burwick, St. Joseph, La., judged the Brahmans.

M. D. Willhite, Dallas, was the big winner on the Hereford show, taking nine first places including both championships. Plus Blanchard 267th was champion bull and Miss Mixer 247 was champion female. M. O. Andrews, Fort Worth, showed the reserve champion bull, and A. P. Van Winkle, Buffalo, showed the reserve champion female.

Simon Angus Farm, Madison, Kans., walked off with 12 first prizes in the Aberdeen-Angus show, but there was keen competition in a number of classes from 77 Ranch, Wichita Falls, Texas, Byars Royal Oaks, Tyler, Texas and 4-Wynnes Angus Farm, Kaufman, Texas.

Simon showed the senior and grand champion bull, Prince 105th of HR; the reserve senior and reserve grand champion bull, Peer 150 SAF; the reserve junior champion bull, Prince T 243 of SAF; the junior and reserve grand champion female, Elba 402 of SAF and the reserve senior champion female, Maid of Bumpers 363. Byars and 4-Wynnes showed the senior and grand champion female, Elaine 4th of Shadow Isle. Seventy-seven Ranch showed the junior champion bull, Black Knight of 77 and the reserve junior champion female, Blackcap Effie of 77.

C. M. Caraway & Sons, De Leon, Texas, had the junior and grand champion Shorthorn bull, Golden Oak Leader 113th; the reserve senior and reserve grand champion female, Golden Oak Gloster 5th; the junior champion female, Golden Oak Dorothy 5th and the reserve junior champion female, Golden Oak Lady 6th. Charles M. Lusk, Houston, Texas, showed the senior and grand champion female, Clara 90th and the reserve senior champion bull, Bar L Adjuster. John P. Boren, Ennis, Texas, showed the senior and reserve grand champion bull, Upright Aspiration and Carson Gibson, Houston, showed the reserve junior champion bull, Broadmeade Leader 2nd.

J. D. Hudgins, Hungerford, Texas, dominated the Brahman show, principal competition coming from Circle D Ranch, LeBeau, La. Hudgins showed the champion bull, JDH Aristocrat Manso 666, the reserve champion bull JDH Rex Aristocrat Manso and the reserve champion female, JDH Lady Rex A Manso 981. Circle D Ranch topped three classes and had the champion female, Miss Decapalos B Manso 9th. G. L. Paret, Lake Charles, La. and Glenn Faver, Jasper, Texas, were also among the first prize winners.

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Col. Edward N. Wentworth

Wentworth Retires After 35 Years With Armour & Co.

COL. EDWARD N. WENTWORTH, director of Armour's Livestock Bureau, retired recently after having served the company for 35 years, during which time he built up a wide acquaintance among livestock producers throughout the United States and Canada. Wentworth joined Armour and Company in 1919 and became head of the bureau in 1923.

Colonel Wentworth was an official of the International Livestock Exposition for many years and judged at livestock shows and fairs throughout the country. He is the author of "America's Sheep Trails," written in 1948, and co-authored in writing "Shepherd's Empire" (1945) and "Pigs, From Cave to Corn Belt" (1950) and has written numerous articles for agricultural and livestock journals.

He graduated from Iowa State College in 1907 and served as professor of animal husbandry at Iowa State College and Kansas State College and worked as associate editor of Breeders Gazette.

Colonel Wentworth has not been active for several months due to ill health and plans to take it easy at his home near Chesterton, Ind.

D. Howard Doane to Address Santa Gertrudis Breeders

D• HOWARD DOANE of the Doane Agricultural Service, St. Louis, Mo., will be the principal speaker at the annual convention of the Santa Gertrudis Breeders International at San Antonio November 12. His subject will be "Some problems for the future producers of beef and how the Santa Gertrudis helps solve them."

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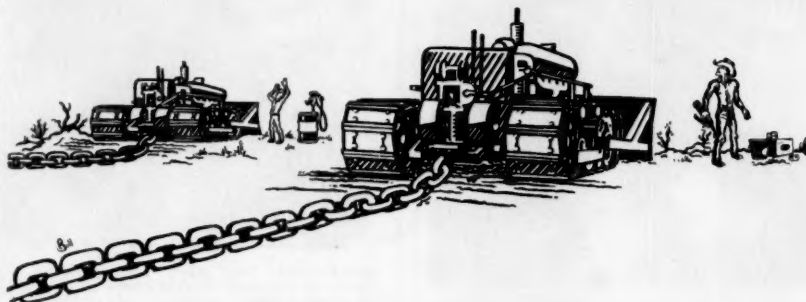
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Successful Aerial Seeding of Rangeland

New Process Has Made Possible Rapid, Even Distribution of Seeds at Cost of 12 to 20 Cents per Acre, Depending on Size of Acreage

By BILL LEFTWICH

IN THE southwest Texas counties of Webb, Frio, Dimmit, Zavala, La Salle, and McMullen, the optimism of some progressive ranchers paid off in good stands of grass on recently chained land where there had been little grass previously. A new aerial seeding process has made possible the rapid, even distribution of seeds at a low cost per acre. This new method leaves the weather as the only element of chance and this year the rains came right.

The two grasses most commonly seeded were Buffel and Blue Panic, Buffel for its drouth-resistant qualities and its good reseeding ability, and Blue Panic for its ease of germination and rapid production of good quality forage. The structure of the Buffel seed burr enables it to get a fishhook hold on all soil types ranging from blow sand to heavy clay, gives added protection from insects, and serves as nature's buffer against germination in an undue season. If enough water is present to cause germination, then it would also be an adequate amount to insure establishment of the plant. Showers or light rains will not wet the burr sufficiently to cause the seed to germinate and soon die due to the quick drying of the surface layer. In only a few years this hardy perennial from South Africa has gained many converts in Texas. Vachel Lackey, vice-president of the San Antonio Loan and Trust Company, reports that Buffel grass came up all over a bald hill where they had been feeding cattle and work stock Buffel hay on the Paloma Ranch near Eagle Pass. The land had not been prepared and the seed was given no consideration; they just remained there until it rained and

then came up. When seeded broadcast with a mixture of native grasses on Fred (Hound Dog Man) Gipson's farm at Mason, Texas, Buffel was the only grass to become established and make a showing at all. About 17 inches of rain fell during the year, but there were long dry spells between rains. Even so, the Buffel persisted and made seed. An examination of this area late in February revealed innumerable Buffel seed entwined in the stems and leaves at the base of each plant despite the strong winds experienced throughout the previous weeks. The late Dolph Briscoe, Sr., cited an example of the reseeding ability of Buffel even after a long drouth period. He told of an old field of Buffel on the old Williams Ranch, 16 miles west of La Pryor, Texas, that came up in good quantity after the fall rains in '53.

The tenacious, grab-a-hold quality of the Buffel grass burr has hindered effective range seeding by air until a new seed hopper development brought out by Gardner Brothers of Crystal City, Texas, made it possible to get an even, continuous, measured flow of seed, of either Buffel or Blue Panic or a mixture of the two. They have found that at an altitude of 200 feet a near perfect 215-foot spread of seed is obtained and the pilot has adequate visibility to see his flag man. Even though the lateral coverage is 215 feet, they fly 200-foot swaths to insure complete seed distribution.

Until this new seeding development came about, ranchers wanting to reseed their pastures had to rely on hand broadcasting from horseback or bulldozers. These methods were slow and costly and gave only scattered results. The present

cost per acre for seeding is 12 cents on large acreages, and up to 20 cents per acre on pastures under 3,000 acres. When favored with adequate rainfall, aerial seeding of range land is an economical method of aiding mother nature to take a short-cut in restoring grass-shy pastures to productivity.

Central Texas Polled Hereford Sale

SUMMARY

30 Bulls	\$11,755 avg.	\$392
32 Females	9,145 avg.	286
62 Head	20,900 avg.	337

THE Central Texas Polled Hereford Association held its annual sale at Clifton, Texas on Saturday, September 25, with the entire offering going to buyers in the state.

The top selling bull and top of the sale was a February 1953 son of NMB Woodrow Mischief 7th, consigned by R. R. Woodward, Sabinal, Texas and sold to Carl Milentz, New Braunfels, Texas for \$1,000.

The second top selling bull and champion sale bull was consigned by N. M. Barnett, Melvin, Texas. He was a September 1952 son of Proud Mixer's Heir and out of a daughter of Domestic Woodrow 23rd. He sold to C. H. Copher, Meridian, Texas, for \$885.

The top selling female was the champion sale female consigned by N. M. Barnett. She was a May 1953 daughter of Domestic Mischief 85th and went to Joe

Grissom, Jr., Waco, Texas, for \$650.

Second top price for females was \$450, reached on two heifers, both consigned by W. F. Bowman, Houston, Texas. Both were by GR Domestic Mischief 97th. Dr. C. C. Edwards, Mexia, Texas, and Bob Lavik, Decatur, Texas, were the buyers.

F. R. Schmidt, Fort Worth, Texas, was the largest buyer, taking eleven females. Walter Britten was the auctioneer.

Champions at Jacksboro Quarter Horse Show

R. L. UNDERWOOD, Wichita Falls, Texas, showed the grand champion mare at the Jacksboro Quarter Horse show held at Jacksboro, Texas, September 11-12. She was Flo Silvertone. Brady Lady, owned by Rebecca Price, Ryon, Okla., was reserve champion.

Bob Hunsaker, Dallas, showed the grand champion stallion, Brian H and Char Lin Rocky, owned by J. N. Stewart, Dallas, was reserve champion.

Scharbauer Dun, owned by Loyd Jinkens, Fort Worth, topped the geldings.

Trinket Mac, owned by Glenn McWhorter, Throckmorton, Texas, was senior and champion reining horse and Mr. Fox, owned by Dick Fox, Fort Worth, was reserve champion.

The Quarter Horse show was sponsored by the Jacksboro Volunteer Fire Department and approved by both the American Quarter Horse Association and the National Cutting Horse Association.

Champions at Fort Worth Horseshoe Club Show

CHAMPIONS in the horse show held by the Fort Worth Horseshoe Club at Fort Worth August 26-29 follow:

Champion Quarter Horse stallion, Brian H, owned by Bob Hunsaker, Dallas, Texas.

Reserve champion Quarter Horse stallion, Lee Cody, Roberts Quarter Horse Ranch, Joaquin, Texas.

Champion Quarter Horse gelding, Scharbauer J, Loyd Jinkens, Fort Worth.

Reserve champion Quarter Horse gelding, Snip Cole, Loyd Jinkens.

Champion Quarter Horse mare, Brady Lady, Rebecca Price, Ryan, Okla.

Reserve champion Quarter Horse mare, Poco Jessie, Evans & Wortham, Buckholts, Texas.

Champion senior reining horse, September Morn, Mrs. E. M. Weir, Fort Worth, Texas.

Champion registered reining Quarter Horse, H O, H. Calhoun, Cresson, Texas.

Champion cutting horse, Nancy Bailey, Bob Burton, Arlington, Texas.

Champion Palomino stock horse stallion, Booger Bear, Jack W. Bridges, Glen Rose, Texas.

Reserve champion Palomino stock horse, Golden Duke, Jack W. Bridges.

Champion Palomino gelding, Paso, Jack W. Bridges.

Reserve champion Palomino gelding, Junior B, Jack Spillman, Dallas, Texas.

Champion Palomino pleasure type mare, Baby Bear, Mary Lee Bridges, Glen Rose, Texas.

Reserve champion Palomino pleasure type mare, Strummer, C. Gordon Arnold, Bedford, Texas.

Champion Arabian Stallion, halter class, Ibn Hahrah, Donoghue Arabian Farm, Goliad, Texas.

Champion Arabian mare, halter class, Rohanna, Donoghue Arabian Farm.

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FACTORS AFFECTING LIVESTOCK INVESTMENT TRENDS

By JOHN W. STEPHENS

NOTE TO THE READER: The information on this page is assembled and written about the 20th of each month nearly two weeks before you read it. This is necessary in order to meet the publication date. Frequently it is necessary for the author to make estimates of coming events. Sources of information and reasons for statements will be furnished on request. Address your inquiries to The Cattleman.

The statements on this page are solely the opinions and views of Mr. Stephens and in no way reflect the views of the editorial staff of The Cattleman. Mr. Stephens is an investment counsellor and you may address any inquiries to him in care of The Cattleman. If you have any suggestions for information that you think should be on this page send your recommendation to the editor.—The Editor.

TRENDS:

U. S. Farm Products: Cash farm income including government payments should run about \$30.3 billion for entire year as compared to a total of \$31.2 billion for 1953. Brightest long range outlook comes from current efforts to establish international convertibility of currency which would free world trade and give us an opportunity to dispose of surplus items.

Parity Ratio: Due to recent price declines it is still anticipated that the ratio will be 85 before the end of the year.

Commodities: Using 1947-49 as being equal to 100 it looks as though the wholesale index would be about 110 for the last quarter of the year which is about the same as all of 1953.

Cost of Living: Index is now 115 and for the year 1954 should average that figure (1947-49 equals 100). Last year the average was 114.4.

Retail Food Prices: Prices have declined as harvest progressed and created surplus items. Composite retail meat prices in big cities are 6.6% below same time last year.

Industrial Production: Index has been 124 (1947-49 equals 100) and is expected to average about 126 for balance of the year with increase in production of new auto models for next year.

Spendable Income: Current estimates are that disposable income in 1954 will run about 1½% more than in 1953.

FAVORABLE:

1. Look for USDA to be very cooperative in establishing price supports when surplus supplies of broilers and turkeys come to market in the next 60 days.
2. Cattle slaughter is running 11% above last year and calf slaughter is up 14% while hog slaughter is down 12% below last year. Decline in retail meat prices has been enough to absorb the increase.
3. Manufacturers sales are down about 5.3% below last year and new orders are off only 4.5% while Unfilled Orders are down 23% which means we have been consuming faster than producing and replacing inventories, therefore we can expect continued good business in coming months.

UNFAVORABLE:

1. Unemployment is spotted but concentrated in some areas and has risen about 70% since January 1953. Production is down about 10% and the total value of all goods has slumped about 4%.
2. Fish packers in the north-west have had the biggest season in years and that means competition from salmon and other canned fish at lower prices.
3. Farm taxes have increased for 11 consecutive years and last year ran 17% more than in 1950 while cost of living index is up about 13% over same period.
4. Last year the farmer got 45% of the consumer's dollar for the market basket and this year the average will run about 43%.

COMMENT:

The month of October is historically a month of heavy marketings in livestock. Price spreads between stocker-feeder and slaughter animals have been very narrow. They should widen and we will probably see lower prices for stocker-feeder grades. If you are going to market some animals this fall do not wait until the last minute or for the first frost because you may find the pens crowded and prices lower.

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Livestock Markets Review

Price Range at Fort Worth, Houston, San Antonio and New Orleans During Past Month

FORT WORTH Heavier receipts and lower prices prevailed on most classes of Livestock on the Fort Worth Market during September. Over 113,000 cattle and calves were offered on the local market this month, or a liberal increase over September last year. Hog supplies this month were also larger and sheep receipts were about the same as a year ago.

Offerings in the cattle yards this month included about 35 per cent cows, with a large part of the remainder yearlings and heavy calves. Choice grades were scarce and feeders were plentiful.

Sales in the cattle yards toward the close of September showed commercial, good and choice slaughter steers and yearlings selling strong to 50c higher than a month previous. Utility grades of slaughter steers and yearlings were a little lower. Commercial cows held steady but all other cows were 50c-\$1.50 lower, with canners off most. Bulls were 50c-\$1.00 higher. Slaughter calves were 50c to mostly \$1.00 lower than a month ago. Stocker and feeder cattle and calves were 50c to \$1.00 lower, with some sales \$2.00 off.

A few choice and prime slaughter yearlings reached \$25.00 about the middle of the month and three loads of slaughter steers cashed at \$24.50. Most good and choice slaughter steers turned recently from \$18.50-23.00. Utility and commercial grades cleared from \$12.00-17.50. Cutter grade yearlings and heifers sold from \$8.00-10.00.

A limited supply of commercial cows sold during the month from \$11.00-12.00. Utility cows turned recently from \$8.50-9.50 a few to \$10.00. Canners and cutters crossed the scales from \$4.00-8.00, mostly \$7.50 down and some shelly canners under \$4.00. Commercial bulls cashed recently from \$11.50-12.50. Canner, cutter and utility bulls sold from \$7.00-\$11.50.

Choice heavy fat calves sold early in the month at \$18.00 and \$18.50. Recent sales of good and choice slaughter calves

ranged from \$13.50-17.00. Utility and commercial calves turned from \$9.00-13.00 and culls \$6.00-8.00.

Stocker and feeder trade has been uneven, with very little demand for Texas ranches due to drouthy conditions. Early in the month good and choice feeder yearlings moved out from \$18.00-19.00 and a few sold recently up to \$19.00. Most medium and good stocker and feeder steers and yearlings moved recently from \$12.00-17.00. Good and choice stocker calves moved from \$18.00-19.50 and a load of 488 lbs. brought \$20.00. Medium and good stocker heifers ranged from \$10.00-15.00. Medium and good stocker cows sold from \$7.00-10.00, some under \$7.00.

Recent sales of butcher hogs were \$1.00 lower than a month ago and sows were steady. The top this month \$21.00 was paid recently and also the first two days of the month. Good and choice 190-260 lbs. sold recently at \$20.50 and \$20.75. Heavier and lighter weights cleared from \$18.50-20.25. Sows are selling from \$14.00-18.00.

Sheep and lamb supplies this month were about 75 per cent slaughter lambs and ewes. Compared with a month ago slaughter lambs were steady to 50c lower. Slaughter yearlings were 50c higher, ewes are weak to 50c lower and feeder lambs \$1.00-2.00 lower. Good and choice slaughter lambs are selling from \$17.00-19.00, with cull and utility \$8.00-16.00. Utility and good slaughter yearlings sold from \$11.00-13.00 and aged wethers \$8.50-9.50. Medium and good stocker and feeder lambs moved out recently from \$11.00-14.00, fleshy feeders to \$15.00.

SAN ANTONIO Cattle trading on the San Antonio market during September was marked by price declines on slaughter cows and stocker calves while most other classes were steady to strong as compared with prices at the close of the previous month. Slaughter steers and yearlings, bulls and slaughter calves were steady and slaugh-

ter heifers were strong to 50c higher. But cows were 50c to \$1.00 lower and stocker calves were steady to \$1.00 lower.

Volume of fed slaughter steers and heifers during the period was comparatively small. A load good around 1,100 lb. steers bought to arrive took \$21.25, and loadlots commercial to good shortfed steers cleared at \$19.00-20.00. Bulk commercial and good grasser and warmed-up yearlings ranged from \$14.50-17.50 and commercial grass heifers sold at \$14.00. Cutter and utility yearlings moved in a \$10.00-13.50 range.

High utility and commercial cows earned \$8.50-11.00 with the bulk of canners and cutters moving at \$6.00-8.00, some low utility going at \$8.00-8.50. Commercial bulls sold in a \$12.00-13.00 spread and cutter and utility took \$9.50-12.00 with light canners down to \$8.00 and less.

Scattered lots of good and choice slaughter calves claimed \$18.00-19.50, but bulk of offerings during the month were commercial to good which sold at \$14.00-17.50, with cull and utility ranging \$7.00-13.00.

Medium feeder steers, threes and fours, cashed at \$14.00-15.50. Choice stock steer calves claimed \$19.00-20.00. Medium and good steer and heifer calves in liberal volume earned \$13.00-16.50, with heifer calves seldom above \$15.50. Common calves rated \$10.50-12.00. A few common and medium stock cows moved out at \$6.50-9.00.

Hog prices at the close of the third week of the month were \$1.75 lower than at the close of the preceding month. Good and choice 180-260 lb. barrows and gilts sold during the period in a price range of \$19.50-20.75. Bulk choice sows went at \$17.00-18.00 with heavier weights ranging downward to \$13.50-14.50.

In the sheep division, small lots good and choice spring lambs sold up to \$18.00 and a few fresh shorn springers took \$14.00-15.50. Good shorn aged wethers turned at \$8.00-8.50. Bulk of slaughter

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ewes were cull and utility selling at \$3.00-4.00, with a few utility to good to small killers at \$4.50-5.00. Choice 75 lb. stocker and feeder lambs sold up to \$15.50, with medium to good 60 to 65 lbs. at \$12.00-14.00.

Slaughter goats sold in a \$3.00-4.00 spread, nannies usually in a range of \$3.00-3.50, and a very limited supply of wethers at \$4.25-4.50. Slaughter kids sold at \$3.00-4.50 per head, and stocker nannies went back to the country at \$3.75-4.50 per head.

NEW ORLEANS Overall receipts for the month of September at the New Orleans Stock Yards, Inc., showed an increase over the same period last year. Supplies were more diversified during the month under review and all outlets were generally good. Trading during the month was, as a whole, very active.

Prices during the latter part of the month showed a general strengthening and advances up to 50c or more per hundred weight were registered. The month closed with a very firm undertone.

The calf market closed in line with last month's prices, with some grown cattle lower. The better end of the calves, however, topped last month's close. Cows were off 50c to \$1 from last month, with the bulls being steady with last month's close. An encouraging note at this time is the strength shown in the calf market, which ordinarily, in view of the season would tend to be lower. This is particularly true of the better calves which actually closed higher than last month.

Good and choice calves sold from \$16 to \$18; commercials \$12 to \$14; utilities from \$9 to \$10 and culls \$6 to \$8.

Commercial cows brought \$10 to \$11; utilities \$8 to \$9.50; cutters \$6.50 to \$7.50 and cannors \$5 to \$6.

Best bulls sold from \$11 to \$12; utilities \$9 to \$10 and cannors and cutters \$7 to \$8.50.

Good to choice slaughter steers and heifers sold from \$17 to \$22; commercials \$13 to \$15 and utilities \$10 to \$12.

Good stocker steers brought \$13 to \$15 and common and medium \$10 to \$13; with stocker heifers ranging from \$6 to \$10.

Hog receipts for the month were comparatively light. Trading was featured by a very fluctuating and active market. Good and choice hogs, 180-220 lbs., brought \$20 to \$23.50; good, 230-250 lbs., \$19 to \$22; good, 160-180 lbs., \$18 to \$21.50; good butcher pigs \$18 to \$20; good packer sows, 400 lbs. up, \$17 down; good packer sows 400 lbs. down, \$18 to \$19 and good bred feeder pigs brought \$20 to \$22.50 with all others in proportion.

Your Veterinarian Says . . .

Use Your Watch and a Thermometer

ANYONE who raises animals can expect some of them to get sick once in a while. Since there's no way of knowing when such things will happen, owners have to keep an eye on their livestock all the time and be alert for signs of sickness. A great many things will show up animals that aren't feeling well, including peculiar actions and being off feed. However, a watch and a thermometer are big helps when it comes to picking out ailing critters.

They are used to discover variations from the normal range of temperature, breathing rate and heart beat. Since they aren't much good without an understanding of normal ranges, the following chart is furnished as a guide. Temperatures are given in degrees Fahrenheit, with heart beat and breathing rate indicated per minute.

	Heart Beat	Breath- ing	Tempera- ture
Horse	32-44	8-16	99.0-100.8
Cow	60-70	18-28	98.0-102.8
Sheep	70-80	12-20	100.9-103.8
Goat	70-80	12-20	101.7-105.3
Pig	60-80	8-18	101.6-103.6
Dog	70-120	10-30	100.5-102.5
Cat	110-130	20-30	100.5-102.5

Certain things have to be understood in connection with the pulse rate. Small animals have a faster heart beat than larger ones, even in the same species. Accordingly, a small horse can be expected to have a faster pulse than a large one. Carrying the matter to extremes, a mouse has a pulse of around 600 per minute, while an elephant has one of about 30. The pulse rate is also

higher in young animals than in adults.

Other factors may cause differences of pulse rate, too. Things like excitement, digestion, extremely hot or cold weather, rest, or exercise can naturally be expected to influence the heart beat in one way or the other. The pulse rate of a horse is logically slower in the morning after a night's rest than it is after a few hours of hard work. A cow's heart beats slower when she's outside in the shade and a cool breeze than when she's panting for breath in an overheated and practically airless stall in the stock pavilion.

The same factors that influence heart beat also have an effect on temperature and breathing rate of animals. In addition, temperature variations may be due to sex and breed. Adult males usually run a little lower than females. A beef cow may run a temperature of 98 while a milking dairy cow in the next stall carries one of nearly 103. The time of day also makes a difference in temperatures, with morning temperatures usually lower than those of afternoon, probably because of a rest period at night that means less work for the body.

There are probably some other natural causes of variations in temperature, pulse and breathing rate, but sickness accounts for the most striking and extreme changes which sometimes occur within a short time. In general, such changes are because a battle against sickness of any kind always means extra work for the body. Your watch and thermometer will tell you just how great these variations are, and at the same time indicate a great deal about the severity of the outbreak. For example, a cow with pneumonia may run a temperature of around 108, a pulse of 120, and breathe at the rate of 90 per minute to show that she is seriously sick, for cattle don't live long without a change in rates of that kind.

However, serious sickness doesn't always cause high temperatures and increased pulse and breathing rates. All body activities slow down in a dying animal to account for subnormal readings, so low ones are sometimes more alarming than high ones. While the abnormal ones last, animals are at least able to fight for life.

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Range News of the Southwest



Texas

Fall range and pasture feed prospects varied widely over the state as of September 1. Eastward from the Low Plains and Edwards Plateau and particularly in central and east Texas, dry range and pasture feed is very short with no prospects for fall grass in that critical drouth area until soaking rains are received. Scattered showers over parts of that dry area the last few days of August were helpful but general rains are needed. In the northwest, Trans-Pecos, and spots in the southeast, where heavy August showers hit, green feed was coming along. On the High Plains, surplus supplies of alfalfa hay and roughage from the sharply expanded sorghum acreage will be available for winter feeding but in central and eastern counties winter feed will be critically short unless fall rains bring on late hay and pastures. Supplemental feeding has been necessarily heavy in the dry areas and many farmers depending on surface tanks or streams are hauling stock water. Condition of all range and pasture feed, reported at 61 per cent on September 1, was the lowest of record for the second consecutive month except in 1934. Average for the state was unchanged from a month ago as improvement in areas receiving August showers about offset further deterioration in dry areas. A year ago condition was reported at 70 per cent and the 10-year average is 75 per cent.

Cattle and calves in the west, northwest and parts of the southeast were making fair to good gains, but in the dry areas many were thin. During the first seven months of 1954, out-of-state rail movement plus slaughter totaled 2,345,000 head compared with 2,179,000 head during the same period a year earlier. Dwindling feed supplies in the dry areas forced very heavy marketing during August and the overall fall movement will be very early unless rains start new feed. Condition of all cattle and calves was reported at 74 per cent. This compares with 77 per cent a year ago and the 10-year average of 82 per cent.

Lambs from the western Plateau country and parts of the Trans-Pecos where torrential June rains brought on summer grass have made unusually good gains, but rain is again needed to bring on win-

ter feed. Over the eastern Plateau where ranges are practically bare, ewes and lambs are in fair to poor condition even with supplemental feeding. Recorded marketings of sheep and lambs during the first seven months of 1954 totaled 1.3 million compared with 1.1 during the same period a year earlier. Marketing of shorn goats during August was very heavy. Condition of sheep on September 1 was reported at 74 per cent compared with 73 per cent a year earlier and the 10-year average of 79 per cent.

Western Ranges

Western range feed conditions showed a slight improvement during August. Grazing conditions are poor to good, with the condition rating of range feed at 72 per cent, the lowest since September 1, 1936, when 70 per cent was reported, which compares with 53 per cent in 1934. August rains improved grazing in the Northern Plains, parts of the Central Plains and in Arizona and New Mexico. Severe drouth continued to reduce feed supplies in Oklahoma, Wyoming, much of Texas and parts of New Mexico and Colorado, much of Utah and Nevada, and parts of Kansas. Livestock are generally in good condition, except in the dry areas, according to the September 1, 1954, Western Livestock and Range Report of the U. S. Agricultural Marketing Service.

Range and pasture feed conditions in the West vary greatly as August rains were local in many states, with the drouth unbroken in parts of the Central Plains, Southwest and Intermountain section. Range feed conditions are good in Montana, North and South Dakota, and Nebraska with only local dry areas, following August rains. Wyoming continues dry with range feed showing the lowest September 1 condition since 1934. In Colorado, range feed conditions improved but there are dry areas and the lowest September 1 range feed condition since 1939. Kansas pasture feed has improved with poor to fair feed and the lowest September 1 condition since 1940. In Oklahoma, continued dry, hot weather reduced range and pasture feeds to the lowest level for September 1 since 1936. Texas ranges and pastures suffered from dry, hot weather to the lowest feed rating for September 1 since 1934, although August rains improved grazing and feed

crops in the northwest, west and parts of the southeast and Gulf. New Mexico range feed conditions were improved by August rains, but the rainfall was not general and some areas continue dry. Arizona has good feed conditions following August rains. Range and pasture feed conditions are good in Washington, Oregon and Idaho, with only dry lower ranges. Nevada's long standing drouth has reduced range feed to the lowest rating for September 1 since 1934, with poor fall and winter feed prospects. Utah ranges suffered further deterioration during August, with poor to fair fall and winter grazing prospects. California has generally good pasture and range feed conditions. Wheat pasture prospects in Kansas will depend on timely and above normal rainfall. There are fair wheat pasture prospects in parts of the Oklahoma Panhandle and Northwest Texas. Winter feed supplies of hay and grains are good in Montana, the Dakotas, Nebraska, Oregon, Washington, Idaho, and California. Winter feeds will be short in Wyoming, parts of Colorado, Oklahoma, Utah, and Nevada. Late feed crops will make some feed in Kansas, parts of Eastern Colorado, Northwest Oklahoma, and Northwest Texas. High ranges have supplied good feed, but livestock will move to poor winter grazing in Wyoming, Utah, Nevada, parts of Colorado, and New Mexico.

The range feed condition reported on September 1, 1954, at 72 per cent compares with 71 per cent last month, 77 per cent a year ago, and the ten-year (1943-52) average of 80 per cent.

Cattle outside the drier areas have done well and showed some gains in the Central and Northern Plains. Cattle have shown some shrink in the dry areas, even with supplemental feeding. The drouth situation has forced considerable movement of cattle during July and August from Wyoming, parts of Colorado, and New Mexico with heavy marketings during August from Oklahoma and Texas. Cattle in the dry areas are using the limited supply of feed and will later be forced to move. In the Central and Northern Plains, the heaviest run of cattle will come, as usual, during October. Demand for feeder cattle and calves became more active during August with increased prices.

The reported condition of cattle and

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calves on September 1, 1954, at 80 per cent, the same as last month, compares with 82 per cent a year ago and the ten-year (1943-52) average of 85 per cent.

Sheep are generally in good condition in the northern states and late lambs have developed well. Sheep in Wyoming, Utah, Nevada, and New Mexico are in below average condition but have done well on higher ranges, but will move to short fall and winter range feeds. Colorado lambs going to market are in good condition. Some Wyoming lambs are lighter than last season. Texas has fairly good conditions in the west part of the sheep section, but the eastern part continues to have poor feed. Sheep in California and Arizona are in good condition. The Idaho early lamb movement was a little larger than last year with the lambs moving early.

The reported condition of sheep and lambs on September 1, 1954, at 81 per cent compares with 80 per cent last month, 82 per cent a year ago, and the ten-year (1943-52) average of 84 per cent.

Cattle Sales and Prices

Where sex is not given on sale, excepting calves, the reference is to steers. As "The Cattleman" goes to press several days before date of release, range conditions may have changed since these reports were made.

AMARILLO

Leonard Zeilke, Dalhart, sold 81 cows to Krueger & Hunt, Los Angeles, Calif.

S. Weisbart & Co., Brush, Colo.; bought 255 heifer yearlings from Brown & Tovrea, Dalhart; and 51 from Jim Haskell, Dalhart.

Rath Packing Co., Waterloo, Iowa, bought 15 two-year-old heifers from Dick Bivins, Amarillo; and 200 two-year-old steers from Joe D. Cluck, Dumas.

Francis Exum, Amarillo, sold 32 heifer and steer calves to Less Parker, Stratford.

Irby Brummett, Amarillo, sold 106 steers and heifers to Chicago Prod. Comm. Co., Montgomery, Ill.; and 68 heifers to Whiteside County L. S. Mkt. Assn., Erie, Ill.

Ed Harrell, Claude, sold 93 heifer yearlings to Floyd Bunds & Son, Ashland, Nebr.

Kenneth LaFon, Amarillo, sold 70 heifer yearlings to Fred Friferson, Milliken, Colo.

Ralph Bagwell, Claude, sold 63 heifer yearlings to Chicago Prod. Comm. Co.

Beaumont Stinnett, Amarillo, sold 128 two- and three-year-old heifers to Louis Dinner, Cloverly, Colo.

Burnett Est., McBride, sold 558 two-year-old steers to Charley Skinner, Lexington, Nebr.

Fred Hill, Dalhart, sold 50 heifer yearlings to W. H. Mumfort, Greeley Junction, Colo.

Johnson Bros., Fritch, sold 356 heifer yearlings to Allen Dawson, Colorado.

H. Mullin & Son, Romero, sold 180 heifer yearlings to Texas Mkt. Assn., Montgomery, Ill.

Shrader & Son, Dumas, sold 210 heifer yearlings to Gilbert Childress, Longmont, Colo.

Clarence Scharbauer, Vega, sold 262 heifer calves to Avelens Cattle Co., Bakersfield, Calif.; and 704 steer calves to Smiley Triplett, Jr., Graham.

Eli Moore, Hereford, sold 65 yearling steers to Amarillo Packing Co., Amarillo.

Cecil Guseman, Hereford, sold 707 heifer yearlings to Guy Flynt, Hudson, Colo.

Grass is fair in spots and some wheat is up but this country needs rain. Row crops are short except where they are irrigated. Some cattle are coming in for wheat grazing and quite a few shipments are starting to feed lots and northern points.

Prices quoted are mostly sales ring prices, but some are range prices. Steer calves, 18c to 22c; heifer calves and twos, 17c to 19c; two- and three-year-old heifers, 12c to 14c; dry cows, 8c to 15c; cows with calves, \$80.00 to \$140; yearling steers, 17c to 20c.—N. H. Sweeney.

ARCHER CITY

Carlton McKinney, Archer City, bought 86 steer calves from Brady parties.

Wayne B. Ray, Archer City, bought three truckloads of steer calves from Mason and Brady parties.

W. W. Ray, Archer City, bought 75 heifer calves from Brady parties.

B. D. Ikard, Archer City, sold 160 mixed calves to Texas L. S. Mkt. Assn., Fort Worth.



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C. C. Prideaux, Archer City, sold 100 mixed calves to G. U. Baker, Wichita Falls, for November delivery.

W. J. McMurtry, Archer City, bought 60 mixed calves from Ruben Parish, Iowa Park.

We have had no rain since early June. There is a lot of dry, brittle grass and weeds on the ground but cattle have barely held their own since the middle of August. There is a good demand for stocker calves, cows and yearlings. Very few cattle moving except through local auction rings.

Steer and heifer calves are selling 18c to 20c; heifer calves, 15c to 18c; dry cows, 8c to 12c; cows with calves, \$85 to \$150; yearling steers, 16c to 19c.—W. J. McMurtry.

BENJAMIN

Except for a few showers which did very little good, we have had no rain since last report. The farmers are harvesting about a half crop of feed and cotton over the country. There is a good deal of grass on most of the ranches, but it is so dry that the cattle are shrinking in flesh, unless they are being fed some cake. There has been some demand for feeder calves and cattle carrying a good deal of flesh, but a slow demand for heifers at any price. It looks like a slow demand for stocker cattle, unless we can get some rains and grain fields to winter cattle on. Prices have been pretty steady on cattle that are wanted.—Chas. Moorhouse.

BRADY

We have had a few scattered showers but not enough to do any good. There is very little trading in this section.

Prices quoted are sales ring prices. Good to choice stocker steers, 16c to 18½c; commercial to utility, 12¼ to 15½c; good to choice fat yearlings, 16c to 18c; butcher cows, 9c to 10½c; canner and cutter cows, 5c to 8c; bulls, 7c to \$10.70; stocker cows and calves, \$72.50 to \$125.—Herman Porter.

CLARENDON

C. L. Lewis, Clarendon, bought 49 heifer yearlings from Carl Naylor, Clarendon; 75 from Allen Bryan, Amarillo; and sold 124 to Irby Brummett, Amarillo.

Bob Sherrod, McLean, sold 91 calves to Britten & Kotara, Groom.

J. L. McMurtry & Son, Clarendon, sold 154 heifer yearlings to L. G. Scudder, Sumner, Nebr.

Bob Andis, Pampa, bought 93 heifer yearlings from Lesley Webb, Canadian; 68 calves from J. F. Kromer, Vinson, Okla.; 77 calves from Overton Bros., Vinson, Okla.; and 27 from Mrs. Hodges, Vinson, Okla.

Wertheimer Cattle Co., Montgomery, Ill., bought 111 calves from L. T. Parnell, Perryton; and 217 calves from Oasis Cattle Co., Canadian.

Producers L. S. Assn., Chicago, bought 180 steer yearlings from Cap Kelly, Canadian; and 38 from Oliver Waters, Glazier.

Rip Barrett, Pampa, sold 86 steer yearlings to John T. Sims, Pampa.

L. T. Shelton & Son, Clarendon, sold 99 heifer yearlings to Foxley & Co., Omaha, Nebr.

Frank Bourland, Clarendon, sold 32 steer yearlings to Allen Dawson, Amarillo.

C. L. Lewis & O. O. Turner, Clarendon and Altus, Okla., bought 80 steer yearlings from Guy Hickman, Truscott; 135 steers from Mac Carr, Atoka, Okla.; 78 from Jack Idol, Benjamin; 165 from Mack Smith, Clayton, N. M.; 100 calves from O. J. Armijo, Farley, N. M.; and sold 700 calves to Emil Knutson, Gruver; 80 steers to Caskey & Folley, Amarillo; 135 to Ray Barr, Dalhart; and 78 to James Doneghy, Dalhart.

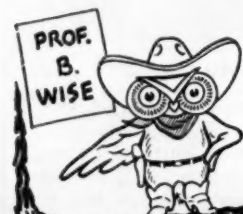
B. N. Head, Clarendon, bought 43 cows from J. H. McMurtry, Clarendon; and 21 cows and calves from Nolie Simmons, Clarendon.

I. R. Brummett, Amarillo, bought 70 heifer yearlings from Ralph Bagwell, Claude; and 70 from Chas. Bagwell, Claude.

Shelton & Chamberlain, Clarendon, bought 474 heifers from R. D. Mills; 38 from Thomas Houston, Crowell; 145 from M. L. Houston, Crowell; 75 from Guy Goin, Spur; 31 from J. L. Koonsman, Dickens; 53 from John Bugbee, Clarendon; 1386 steer and heifer yearlings from Pitchfork Land & Cattle Co., Guthrie; 118 from T. O. SoRelle, Jayton; 85 from Harper Young, Guthrie; 31 from H. B. Graves, Guthrie; 101 from Lasater Hensley, Guthrie; 30 heifer yearlings from Hubert Young, Guthrie; 109 from Bill Stockstill, Pampa; 318 from John T. Sims, Pampa; 49 from O. O. Turner, Altus, Okla.; 65 from Steve Owens, Wellington;

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453 from S J Cattle Co., Ashtola; 79 from Minor Sims, Panhandle; 79 from B. N. Head, Clarendon; 63 steers and heifers from Crump Ferrell, Parnell; and 111 steer yearlings from Chas. Lewis, Floydada; and sold 79 heifer yearlings to J. M. Crews, Childress; 453 to Guy Flint, Amarillo; and 103 to Newby & Sons, Plattsburg, Mo.

This country is getting very dry and some counties are in serious condition. A good many cattle have been sold for October delivery.

Steer calves are selling 20c to 22c; heifer calves, 17c to 19c; dry cows, 9c to 11c; cows with calves, \$125 to \$150; yearling steers and twos, 19c to 20c.—A. T. Jeffries.

HEBBRONVILLE

Sonny Seago, San Antonio, bought a string of steers from H. O. Guerra, Roma.

Carlos Benavides, Laredo, leased his 22,000-acre ranch at \$1.00 per acre to a Pearsall party for five years.

We have had scattered thundershowers over this section since last report but a good general rain is needed.

Most of the cattle that have been sold have gone through local auction rings. Prices listed are auction ring prices. Good to choice slaughter calves brought 18c to 19½c; medium to good calves, 16c to 18c; plain to medium calves, 14c to 16c; rannies and common calves, 9c to 13c; stock calf prices were: steer calves, 15c to 17c; steer yearlings, 14c to 16c; steers, two years and over, 14c to 15c; heifer calves, 15c to 16c; heifer yearlings, 12c to 14c; two-year-old heifers, 10c to 12c; cows, good to choice, 10c to 11c; medium to good, 9c to 10c; canners to cutters, 7c to 9c; hard kinds, 5c to 7c; stocker cows, 7c to 10c; cows with calves, \$90 to \$135; slaughter yearlings, good to choice, 18c to 19c; medium to good, 16c to 18c; plain to medium, 12c to 14c; commons, 9c to 11c; bulls: good to choice, 11c to 13c; medium to good, 9c to 11c; commons, 8c to 9c; feeders, 10c to 12c.—Jack H. Mims.

HOUSTON

No range sales to report. Runs at the auction rings were heavy last week. The range is awfully dry and there is no grass in some sections.—G. O. Stoner.

KINGSVILLE

Sonny Seago, San Antonio, sold 234 steer yearlings to Lykes Bros., Freer.

B. Werkenthin, Austin, sold his Cold Ball Ranch, 4 miles southwest of Benavides, to A. J. Lindsey, San Antonio and Winters of Lampasas. He also sold them 128 cows.

We have had scattered showers throughout most of this area. Some spots are still dry and a good general rain is needed.—Travis Peeler.

LIBERTY

Only small areas of this section have had rain and a good rain is needed.

There are normal runs of cattle to market and prices are holding up good. Choice calves are up 18½c. Some dry, fat cows are being sold and some stocker calves are being shipped to Arizona from this section. Ranchers are beginning to move cattle into the rice fields from dry pastures.—Buck Echols.

MARFA

Rocking T Ranch, Van Horn, shipped 39 heifer yearlings to Los Angeles Comm. Co., and sold 29 cows, 14 calves, 37 heifer yearlings and two bulls to Carl J. Johnson, Los Angeles, Calif.

C. F. Mellard, Marfa, bought 83 heifer and steer yearlings and 106 heifer and steer calves from Clay Mitchell and George Mimms, Marfa, which were shipped to Letts, Iowa.—D. T. Flowers.

MIDLAND

Foy Proctor, Midland, sold 1900 mixed calves to C. T. Guseman, Hereford.

Roger Brumley, Hereford, bought 101 mixed calves from Ellison Tom, Midland; 33 from Jake Roach, Seminole; 30 from Bub Miller, Midland; and 350 from Bob Hill, Midland.

Several ranchers in this area have delivered their calves, but there are still a few left to go.

This area generally is in a very dry condition and needs rain in order to have any winter feed.

Prices quoted are sales ring prices. Steer calves, 18½c to \$20.10; heifer calves, 16c to 18½c; dry cows, 9c to 10½c; yearling steers, 14c to 16c.—Howard McDaniel.

MULESHOE

Halsell Cattle Co., Amherst, moved 500 cows and calves to Terry County to grass; and 809 cows and calves to the Mallet Ranch, Levelland, for grass. They leased 33,600 acres of this ranch.

J. E. Birdwell, Muleshoe, moved five truckloads of cows and calves to Garza County for grass.

U Bar Ranch, Muleshoe, sold 98 cows and calves to Plainview parties; 34 to the Clovis, N.M. L. S. Auction; and 100 mixed calves to John Birdwell, Lubbock.

Jno. S. McMurtry, Muleshoe, moved 200 cows and calves to the Mallett Ranch at Levelland.

Brigance & Son, Olton, shipped one truck load of cows and calves to the Fort Worth market.

We have had some rain in the last 30 days but not enough. The grass started but the moisture is already gone and the grass is dying. About half of the range cows have been sold or moved.

Steer calves are selling 20c to 23c; heifer calves, 16c to 20c; two- and three-year-old heifers, \$125; dry cows, 10c to 12½c; cows with calves \$125 to \$160; yearling steers, 18c to 20c.—Jno. S. McMurtry.

QUITAQUE

Doc Burleson, Motley County, sold 4 truck loads of mixed cattle on the Fort Worth market.

Rock Island Oil & Refinery Corp., Matador, sold 152 cows and 22 bulls to Lily White, Los Angeles, Calif.; and shipped two truck loads of mixed cattle to the Oklahoma City market.

Harry & Jane Blair, Floyd County, sold 33 steers and heifers to Henry Cone, Tulia.

J. C. Hamilton, Quitaque, sold one load of mixed cattle at the Tulia sale.

Floyd Benson, Quitaque, shipped 25 big Angus steers to the Amarillo sale.

Jake Chamberlain, Tampico, shipped 31 mixed cattle to the Amarillo sale.

Tony Burson, Silverton, sold 12 fat steer yearlings to W. T. Townsend, Happy.

Swenson Land & Cattle Co. shipped two cars of yearlings to Beverly, Kans.; one car to Kansas City, one car to Charleston, Ill., and two cars to Iowa.

Otis Wilson, Quitaque, sold 17 yearlings and 6 cows to Guy Hanna & Merrill, Hall County.

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Shorty Rorie, Turkey, sold 3 truck loads of yearlings to W. T. Townsend, Happy.

O. C. Payne, Floyd County, sold 36 steers to Elmer Tibbetts, Quitaque.

Ben Simpson, Northfield, shipped 20 cows and 8 calves to the Fort Worth market.

Old Matador, Matador, shipped 28 mixed cattle to Oklahoma City.

Theo Geisler sold his Hall County ranch holdings to Roy Russell, Turkey. Mr. Russell plans to put his cattle on the grass lands.

We are still having dry weather and the country has been hurt, but some dry land crops scattered across the country will make fairly good feed.

Prices quoted are sales ring prices. Steer calves (on contract) 18c to 21c; heifer calves, 17c to 20c; dry cows, 9c to 12c; cows with calves, \$85 to \$150; mixed good calves and yearlings, 13½c to 16½c; bulls, 10c to 13½c; canners and cutters, 5c to 8½c.—Maynard Wilson.

SAN ANTONIO

No range sales to report. Heavy runs of cattle continue to come to the San Antonio market the first two days of the week, in fact the heaviest in several years, due, no doubt, to the continued drouth. Prices are holding fairly steady but are still unpredictable from day to day. There are still very few stocker buyers on the market.—J. E. Hodges.

SWEENEY

In most of the coastal counties the rains have been spotted, some areas have had only an inch or two.

The market has been a little weak recently, with runs getting heavier. Good stocker crossbred calves are still bringing a good price and stocker cows are in demand with a price limit on them. Good fat calves are selling 16½c to 18c; stocker crossbred Brahman calves, 12½c to 14½c; fat cows, 8c to 9½c; cows and calves, \$75 to \$95, with a few good cows and calves, \$100 to \$115. Most of the

rice and cotton crops have been harvested.—Leonard Stiles.

TAHOKA

No cattle moving except through sales rings. Cattle prices are still very good. A few fall deliveries will be made later. It is still dry and hot.

Steer calves are selling 18c to 20c; heifer calves, 17c to 19c; two- and three-year-old heifers, \$70 to \$80; dry cows, \$80 to \$90; cows with calves, \$95 to \$120; yearling steers, 14c to 16c.—B. L. Parker.

Cattle News

OMAHA

By HART JORGENSEN

Hart Jorgensen, Executive Director of the Livestock Foundation of Omaha, is personally known to thousands of Corn Belt and Western livestock growers and feeders through his market broadcasts, and talks before various livestock grower and feeder groups.—The Editor.

Later this month—October 28 and 29—comes one of the year's big events at the Omaha Stock Yards — tenth annual Omaha Feeder Calf Show and Sale. The show will be Thursday, the 28th; the sale Friday, the 29th.

Last year 4,625 calves were entered in the event and average price of all 4,625 head figured \$21.42. Blue award steer calves averaged \$31.29, blue award heifer calves \$23.10. High selling pen of five brought \$45.

The sale was generally credited with being the spark that got the calf-selling season really rolling.

Blue award calves sell in lots of five to accommodate 4-H and FFA buyers, and the other calves in lots of 20, many of the latter to commercial and farmer feeders. Calves are entered in lots of 20, and the show is open to all producer-owners. If you'd like a show and sale

folder, or entry blank, drop us a card.

The Omaha market recently attracted a drove of slaughter steers from Flandreau, S. D., a first-time shipment to Omaha that for a "starter" was a considerable consignment: 130 head of prime-fat steers averaging 1,280 pounds. And while we're on the subject of sizeable shipments, an Iowa man recently came to the Omaha market with 299 hogs.

Cattle-feeding, our friend Jerry Sotola of Armour & Co., sometimes avers, is not merely a vocation or profession, but a disease. It may be that as such, there's no getting over it; in fact, Jerry so implies, but a good many folks don't seem to mind. Had a 77-year-old feeder from Nebraska in recently who told us: "Got to be getting some more replacement heifers one of these days. First, though, I've got to go down to the Missouri State Fair and see the horse show."

Not all fishermen are liars but most all are philosophers, and we were reminded of that latter fact some time back—on a hot and sticky July day when the corn crop was getting along none too well and nobody was overly cheerful about either that or the cattle market. Some one that day said to one of our more ardent anglers here at the yards, "Been fishing? Haven't seen you for a while."

"Yep, been fishin' . . . and going back again next week."

"Fishin' good?" continued the party of the first part.

"Nope," replied the fisherman, "but it's better than workin'."

Who's disposed to argue that? Not even me, and I'm no fisherman.

Average price of slaughter steers at Omaha last month moved up to above \$23—best for the year to date.

First big western run of the fall season, some 14,000 replacement cattle and calves and 10,000 replacement sheep and

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lambs from the range country, hit the Omaha market September 13th. Demand matched the run and then some; replacement cattle sold steady to 25c up, feeder lambs and breeding ewes steady.

August weather in Nebraska was so much more favorable for corn than July that as of September 1, government estimators tacked on an extra five bushels per acre. That's probably without precedent in Nebraska weather and corn annals.

Through the first eight months of this year, feeder cattle volume at Omaha totalled 245,000. That was 50,000 above a year ago.

Omaha next February 17 is to be host to 1955 convention of the Corn Belt Livestock Feeders' Association. Delegates representing Illinois, Ohio, Iowa, Minnesota, Nebraska and Missouri recently met at Omaha and at that time made preliminary plans for the 1955 conclave. President of the Corn Belt Feeders' group is Ed Hollenbeck of Dixon, Illinois.

KANSAS CITY

By DON EVANS

Although feeders continued to complain about feeder cattle being too high they still are taking all the feeders that come to the Kansas City yards without breaking the market to any extent.

With feeders costing about the same as they did a year ago and fat cattle selling at \$2 to \$3 less I have been talking to corn belt feeders at the yards here about what they expect in the fat cattle market ahead.

I have found only one man who sees any increase in the price of fat cattle this winter. That was O. J. Swackhammer, Tarkio, Mo., who said he expected to see choice and prime cattle gain around \$1 per hundred before spring.

Blaine Miller, Waterloo, Ia., hopes cattle will hold steady but can see no better than that.

Iowa and Illinois farmers from areas north of the drouth country are raising their sights on what corn will sell for at harvest time. Earlier there have been a lot of guesses that corn would sell at \$1 to \$1.25 at harvest time. Now the estimate has risen to \$1.25 to \$1.40 and that for only a short time.

E. W. Kleineberg, Winfield, Ia., expects corn to sell at around \$1.40 until farmers believe they have crib space for the remainder of their corn. When the remaining corn can find crib space he expects the price to go to the government loan rate level or around \$1.60 per bushel.

So, if Kleineberg is right there will not be much cheap corn available to feeders.

As pointed out before feeders are taking all the cattle available but they are not doing it happily.

"Feeders in my area are looking for some hole in the Market through which they can fill their feedlots," Kleineberg said. "Feeders bought common cattle until they pushed the price on that kind too high. We have some feeders in our area who have bought thin cows to fatten. That's almost unheard of in Southeastern Iowa."

The top of the Kansas City steer market moved up \$1 during the last month but there was little change on good and choice kinds. Cows and heifers held steady while feeder cattle slipped off around fifty cents in the same time.

Texas Livestock Pest Control Clinic November 1

DR. R. R. BELL, of the Department of Veterinary Parasitology at Texas A & M College, will speak on "Internal Parasites of Livestock" at the Texas Livestock Pest Control Clinic to be held in Austin November 1 at the L.C.R.A. Auditorium, R. E. Taylor, program chairman, announced.

Dr. Bell attended the University of Georgia and received his degree of Doctor of Veterinary Medicine in June, 1922. Since that time he has been teaching and doing graduate work at A & M.

All livestock producers and others interested in livestock pests are invited to attend the clinic which is being sponsored jointly by the Texas Producers of Veterinary Supplies and the Capital Area Farm and Ranch Club.

James McBrayer, President of the Texas Producers of Veterinary Supplies will preside. Travis LaRue is president of the Capital Area Farm and Ranch Club.

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The Cattleman's Book Shelf



THE BUFFALO HUNTERS, By Mari Sandoz.
Hastings House, New York, 1954. \$4.50.

The "Buffalo Hunters" is a new book that belongs in the reference library of biologists, conservationists and Americana collectors. It is the latest by Mari Sandoz, author of "Old Jules" and "Crazy Horse." This one belongs in a class with these two but will appeal to a much wider range of readers.

This book contains far more than the story of the reckless slaughter of millions of American bison. It is a history of the vigorous military and pioneering epoch of the Great Plains that preceded the settlement of the West.

The aboriginal hunters that killed meat for a few hundred thousand sedentary American Indians made little dent on the buffalo numbers in Central United States. Even later when the Indians adapted the horse for use in hunting, their annual food requirements were far less than the natural buffalo increment. They lived in a land of plenty. This dramatic story gives the gory details of how white hunters reduced the immense buffalo herds to less than seven hundred between 1867 to 1883. In 1881 a winter buffalo hide brought \$3.50 in St. Paul and Chicago. A robe brought \$7.50. The hide and robe business was good for new railroads but

the heartless killing caused the Indians to fight until they finally were conquered and confined to reservations.

The stories of many colorful characters are part of the history of the great buffalo slaughter. Miss Sandoz takes the gloss and popular wrappings from many of these illustrious figures. Buffalo Bill Cody she calls "Broadway's Scout of the Plains." The real hide and meat men were Billy Dixon of "Adobe Walls" fame, Lonesome Charley Reynolds and Wild Bill Hickok. Claims are made that Lonesome Charley got more meat per hundred cartridges than any other hide man. Wild Bill was a bigger draw as a hide man than he was as a frontier marshal, despite the fact that his popular reputation was built around gun shooting the Hard Cases of Dodge City, Abilene and Deadwood. General George Custer is portrayed in his lesser known roles as squaw man and Indian raider.

A few humanitarians cried out against the wasteful plunder but the viewpoints of men like General Phil Sheridan, who said when the buffaloes were killed the Indian uprisings would end, prevailed. This was true, of course, but that didn't absolve the hide hunters from blame for the wanton slaughter of American bison.

Brawling and Indian fighting were part of the buffalo hunting era and the author gives much interesting detail on this feature. One of the most dramatic chapters deals with the Indian attack on Adobe Walls in the Texas Panhandle.

If you want to dig deeper into the fascinating history of buffaloes and buffalo hunting, Miss Sandoz has provided several pages of bibliography on the subject at the back of her book.—B. W. Allred.

The Cattleman has the greatest circulation among ranchmen of any publication of its kind. If you are doing business with ranchmen advertise in The Cattleman. Write for advertising rates.

USDA Announces 1954 Yearbook of Agriculture

THE U. S. Department of Agriculture announces the publication of its 1954 Yearbook of Agriculture, a 520-page volume packed with facts about the complex system that brings American farm products to their users.

Entitled "Marketing," the book comprises 18 sections and 88 chapters and was written by 117 marketing specialists, most of whom are employees of the Department and of agricultural colleges.

A Congressional document, the Yearbook is distributed mainly by members of Congress. It also is sold by the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at \$1.75 a copy. The Department of Agriculture has no copies for general distribution.

Some of the chapter headings indicate the scope — Marketing: What Is It? — How Efficient is Our Marketing System? — How Much Does Marketing Cost Us? — Farmers as Their Own Salesmen — The Place of Terminal Markets — The chains as a Lesson in Marketing — Selling in Foreign Markets — Transportation — Ways and Means of Storage — Processing — Better Ways of Handling Food — Modern Packaging — Grades and Standards — Reporting Supplies and Markets — Food for Families — Some of the Levies Against Marketing — Barriers to Trade — Prices and Pricing — Marketing Agreements — How to Launch a New Product.

The concluding section describes in detail the marketing of feed grains, wheat, fruits and vegetables, sugar, tobacco, cotton, fats and oils, wool, eggs and poultry, dairy products, and livestock.

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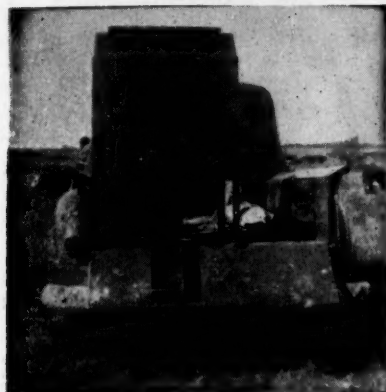


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East Texas Shorthorn Sale

SUMMARY

19 Bulls	\$3,770; avg.	\$198
26 Females	5,330; avg.	205
45 Head	9,100; avg.	202

THE Texas Shorthorn Breeders Association sponsored the sale held in conjunction with the East Texas Fair at Tyler, September 17.

The top selling bull was the champion sale bull, Prince Peter Albert 29th, a May, 1953, son of Prince Peter Albert consigned by C. M. Caraway & Sons, De Leon, Texas. He went to K. N. Fancher, Emory, Texas, on a bid of \$340. Two other Caraway bulls sold to I. L. Campbell, Couthatta, La., for \$300. One was the reserve champion sale bull, Prince Peter Brilliant 2d, a February, 1953, son of Prince Peter Brilliant and the other was Prince Peter Mason 14th, a March, 1953, son of Prince Peter Mason.

The top selling female, and top selling animal of the sale, was the champion sale female, Bluestem Gena, a December, 1952, daughter of Marathon's Goldbar consigned by James Fortenberry, Slidell, Texas. Crossed S Ranch, Crockett, Texas, was the buyer on a bid of \$365. Also selling to Crossed S Ranch for \$315 was the reserve champion sale female, Golden Oak Volumina 18th, a June, 1953, daughter of Marellbar Recorder consigned by C. M. Caraway & Sons.

Pete Swaffar was the auctioneer.

Brian H and Dee Gee Quarter Horse Champions at Gladewater

BRIAN H, owned by Bob Hunsaker, Carrollton, Texas, and Dee Gee, owned by Wanda Harper, Mason, Texas, shared the grand championships in the Quarter Horse show held at Gladewater, Texas, August 24. The reserve champion stallion was Joe Cody, owned by Robert F. Roberts, Joaquin, Texas, and the reserve champion mare was Little Pam, owned by Alex MacKinnon, Jefferson, Texas.

Mucosal Disease New Threat To Cattle

AN ENTIRELY new disease threat which kills cattle and for which as yet no remedy has been found, was announced at the national convention of the American Veterinary Medical Association in Seattle.

The disease known as "mucosal disease" has already been identified in 73 herds of cattle in Iowa, according to the report presented by Dr. F. K. Ramsey of the Veterinary Pathology department of Iowa State College.

Onset of the disease is greatest during winter and early spring, with February and March the periods of greatest danger, according to Dr. Ramsey. Among cattle contracting mucosal disease the death rate was 90 per cent, the veterinary pathologist reported. Highlights in the description of symptoms were: An initial sharp rise in temperature to 106

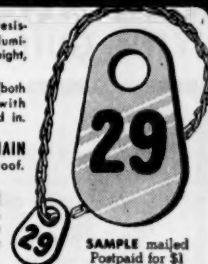
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degrees then a rapid drop to normal; a watery scouring, emaciation; erosions and ulcerations of the nostrils, muzzle, lips, gums, tongue and oral cavity.

Post-mortem examination of animals which died of the disease showed evidence of enteritis and cystic colitis plus great enlargement of the lymph nodes and fatty degeneration in the kidneys.

No bacteria have been found in connection with post-mortem examinations made thus far. No successful treatment has been discovered as yet, according to Dr. Ramsey.

The report was presented to alert veterinarians throughout the United States against the disease. Thus far it seems to occur only in or near Iowa, but if it follows the history of most other livestock diseases it might be expected to spread to other states.

Cattlelog

Gene Goff, Tulsa oil producer and owner of Brangus Valley Farms, near Fayetteville, Arkansas, has announced a complete dispersal sale of his 400-head herd of registered Brangus and Angus cattle for October 29, 1954.

Goff is a former vice president of the American Brangus Breeders Association and is currently a director in the group. His entries at the 1954 National Brangus Show won more blue ribbons in class judging than any other exhibitor. Included in the October sale will be the 143 registered Angus brood cows. The remainder of the herd include registered Brangus cows, calves, heifers, bulls and three-quarter blood bulls.

STATEMENT SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) OF THE CATTLEMAN, published monthly at Fort Worth, Texas, for October, 1954.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, The Texas and Southwestern Cattle Raisers Association, Inc., Fort Worth, Texas; Editor, Henry Biederman, Fort Worth, Texas; business manager, Henry Bell, Fort Worth, Texas.

2. The owner is The Texas and Southwestern Cattle Raisers Association, Inc., Fort Worth, Texas, an organization of individual cattlemen with voluntary membership, about 10,000 at this time. Executive officers are: Roy Parks, Midland, Texas, president; and Henry Bell, Fort Worth, Texas, secretary and general manager.

3. The known bondholders, mortgagees; and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

HENRY BIEDERMAN, Editor.

Sworn to and subscribed before me this 10th day of September, 1954.

(SEAL) MRS. CLORINE WILHOITE,
Notary Public.

(My commission expires June 1, 1955.)

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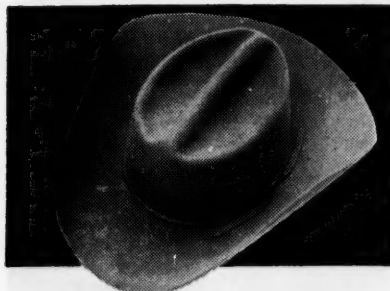
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Winners At Cottle-King Quarter Horse Show

HOT SHOT B. owned by Buckle L Ranch, Childress, Texas, was named champion stallion in the Quarter Horse show held in conjunction with the Cottle-King Livestock Show and Rodeo at Paducah, Texas, September 17. The reserve champion was Poco Robin, owned by Oscar Dodson, Chillicothe, Texas.

Poco Maria, owned by E. Paul Waggoner, Vernon, Texas, was champion mare and Betty's Miss, owned by Walter Camp, Wellington, Texas, was reserve champion.

Johnny Stephens, Matador, Texas, judged the show.

First prize winners by classes follow:

Filly foals of 1954—Do's Ditty Wa Do, Fay and Glenn Bohannon, Frederick, Okla.

Filly foals of 1953—Poco Lee, Oscar Dodson.
Filly foals of 1952—Dina Star, Otis Fafford, Crowell, Texas.

Aged mares—Poco Maria, E. Paul Waggoner.
Horse colts of 1954—Ponte, Walter Camp.

Horse colts of 1953—Poco Robin, Oscar Dodson.
Horse colts of 1952—Mucjo Grande, Toots Walker, Kirkland, Texas.

Aged stallions—Hot Shot B. Buckle L Ranch.

Animals Can Transmit Ringworm to Humans

FARMERS and other people living in rural areas are urged to exercise care in handling animals whose hides or pelts exhibit scaly or bald patches.

Such disfiguration may be ringworm, which may be passed on to human beings. Authorities estimate that some 70 to 80 per cent of ringworm affecting people in rural areas is of animal origin.

Among the domesticated animals that can transmit ringworm to human beings are dogs, cats, horses, cows, sheep, goats, rabbits, and chickens, according to veterinary medical authorities. The condition can also be contracted from wild animals such as squirrels, mice, muskrats and foxes.

Having a diagnosis made whenever suspicious conditions of this sort appear among farm animals can help prevent the spread of infection to human beings as well as to other stock.



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Established 1914

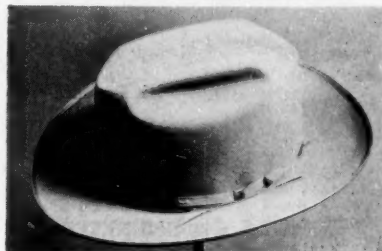
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COLOR: Silver belly, light or dark.
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NEW PRODUCTS FOR THE RANCH



NEW BLUETONGUE VACCINE

A new vaccine known as "Blucine" has been developed by Cutter Laboratories, Berkeley, Calif., for the prevention of bluetongue. The disease is comparatively new to sheep and has caused costly losses to sheep producers resulting in urgent demands by the industry for a vaccine to protect against this new virus disease. It is transmitted by gnats and may also be spread by other biting insects. Cutter veterinary research scientists, working in cooperation with the University of California School of Veterinary Medicine, are following an accelerated research program for Blucine development and production.



WHEELS ON SPRINKLER IRRIGATION

W. R. Ames Co., Tampa, Fla., is now manufacturing "tow-a-line wheels" that are used to move portable irrigation sprinkler lines without uncoupling the pipe. Labor and time is saved when sprinkler lines one-fourth mile in length are towed laterally by tractor, truck or jeep from one watering position to another. Wide-rimmed wheels, attached to each section of Ames ABC coupled aluminum pipe, roll smoothly across level and hilly fields.

EXPAND IRRIGATION SALES

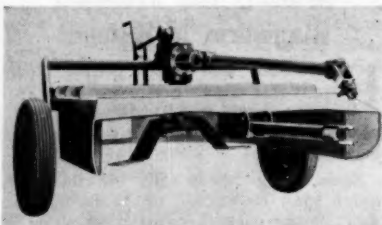
Portable Aluminum Irrigation Co., Vista, Calif., has announced a new program of expansion into national distri-

bution of its "Port-Alum" trademarked brand of portable aluminum irrigation equipment.



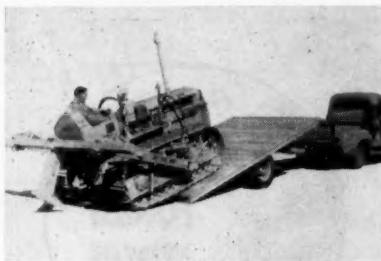
NEW WAGON UNLOADER

A wagon unloader is now being manufactured by J. R. Prewitt & Sons, Pleasant Hill, Missouri, that will fit on any wagon and unload in any trench silo, elevator or blower. The unloader is driven by power take off, designed for safety and is lightweight. The unit can also be used as a power winch for loading machinery or other farm objects.



NEW MODEL BRUSH CUTTER

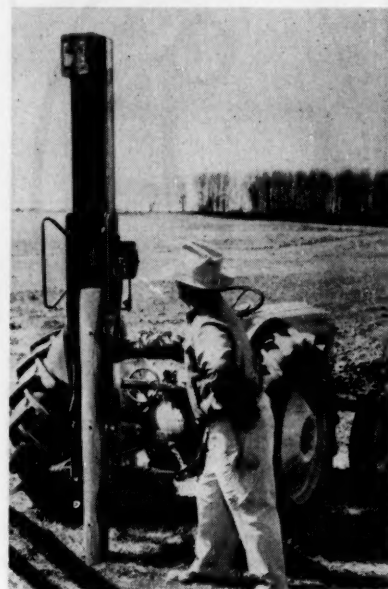
E. L. Caldwell & Sons, Corpus Christi, Texas, pioneer manufacturers of brush cutting equipment, have introduced their new S-2S rotary cutter featuring the Flexo swinging blade. The blades of the machine fold into a tight circle when an obstruction such as a stump or rock is contacted. After the obstruction is passed centrifugal force brings the blades back into their normal cutting position. Former models of the cutter can be converted to add the new feature.



TILTING PLATFORM TRAILER

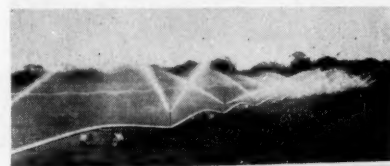
A new tilting platform trailer has been introduced by Martin Machine Co., Kewanee, Ill. Known as the model TP-8 Agricultural Trailer with a capacity of eight tons, the trailer is designed pri-

marily for hauling the Caterpillar D2 or D4 tractor with tool bar and other agricultural attachments.



NEW POST DRIVER

A new addition to the Dearborn farm equipment line, tractor and implement division, Ford Motor Company, is the Danuser driver and breaker. Designed for one-man operation, the Danuser driver and breaker will drive steel or wood posts up to eight feet long and six inches in diameter. Uses are driving fence posts, tamping soil and gravel, driving shallow wells and breaking concrete walks and driveways. The tool attaches quickly to the Ford tractor's three-point hitch and is power take-off driven.



NEW SPRAYER

A new sprayer, built by the John Bean division of Food, Machinery and Chemical Corp., Lansing, Mich., features a high-pressure pump built to withstand the most abrasive spray materials. The pump has cylinders made of a new material called sapphite, an extremely hard substance. In addition to spraying cattle for insect control, the sprayer can be used as a brush killer, for fire fighting, row crop spraying and whitewashing buildings and fences.

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The cost of membership in the Association is \$6.00 annual dues and 12 cents per head per year assessment on the number of cattle rendered.

The Association employs inspectors at the markets and principal shipping stations on the range. Field inspectors are also employed to travel over the range country and investigate reports of cattle stealing, etc. Association attorneys assist in the prosecution of those charged with theft of cattle owned by members.

Write for Information About the Texas and Southwestern Cattle Raisers' Association, Henry Bell, Secretary, Fort Worth

CARTER-GRAGG OIL COMPANY

Carter-Gragg Building
PALESTINE, TEXAS

September 11th, 1954

Texas & Southwestern Cattle Raisers Association
P. O. Box 1095
San Antonio, Texas

Attention: Mr. T. L. Luker

Dear Sirs:

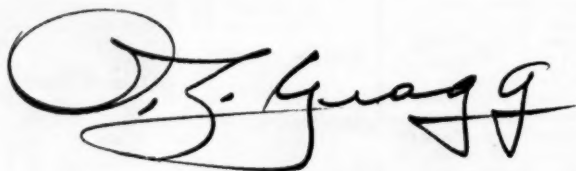
I appreciate your notice of September 9th, 1954, inquiring into the sale of two (2) Brahma bulls from ourselves to T. Brooks Woods, with the Gragg & Carter Ranches brand, that you saw in the San Antonio market, which was held for Rodeo stock.

I sold these bulls on Wednesday, September 8th, to Mr. Woods in the stock yards at Fort Worth, Texas.

I want to take this opportunity to thank the alert Mr. Luker for being on the job, and it is for this reason that I am proud to belong to the Texas and Southwestern Cattle Raisers Association. Thanks, and if I can be of any further assistance, do not hesitate to call on me.

Yours very truly,

GRAGG & CARTER RANCHES,



O. L. Gragg.

OLG:jhv

Texas and Southwestern Cattle Raisers Association

Application for Membership

AGRICULTURE is an industry of many phases; livestock raising is among the most hazardous. In furnishing the beef of this nation the cattleman is confronted with problems which may be divided into two distinct classes, individual and common.

Individual problems are those which belong to each man separate and distinct from his neighbor or fellow industryman.

Problems of common interest are those which belong to the industry as a whole. Every cattleman knows that diligent attention must be given to matters involving legislation, marketing, finance, freight rates, meat consumption, and the like, the same as the individual must be concerned about feed, water, labor, and other ranch problems. Group action through organization alone furnishes the operating machinery for dealing with problems of common interest.

The necessity for organized effort has caused each industry to form its association. It brought into being organizations for labor and all other businesses. Livestock producers in every state or section formed representative bodies, and among the first was the Texas and Southwestern Cattle Raisers Association.

Membership is open to any cattle producer recommended by responsible parties. There are cattlemen and livestock farmers in every section of the Southwest who are not members but who should be and lend their support to the efforts of this organization in behalf of their industry.

Experienced inspectors are stationed on all the central markets to which cattle from Texas and neighboring states are ordinarily shipped. Upon authorization by a member proceeds of cattle bearing his brand are held, pending investigation, if the inspector believes that such cattle are being handled by unauthorized parties.

Field men are stationed at important range centers and inspect shipments, conduct investigations of losses by members, assist local officers in apprehending and capturing cattle thieves, and serve the membership in any way possible. An attorney furnished by the Association assists local officers in prosecuting parties indicted for theft from a member.

When filling out this application it is important that information as to marks and brands and range of cattle be as complete as possible. Draw your brands and marks on the cuts of animals on reverse side just as they appear on the cattle. Use a separate cut for each brand and state whether the cattle are of your own raising; or if bought, give the name and address of the party from whom you bought. Brands may also be recorded in the space for remarks. If a brand is a tally on bought cattle same will doubtless be in many marks and a "V" should be put in one ear and "M" in the other—indicating various marks.

Charges incident to membership are \$6 annual dues, \$2 subscription to "The Cattleman" (subscription to The Cattleman is optional), and an assessment of twelve cents per head per year on the number of cattle rendered, which number should be 65% of the actual number owned. There is also a voluntary assessment of 1 cent per head on the number of cattle rendered for the support of the National Live Stock and Meat Board. The minimum charge for membership with brand rendered is based on a rendition of 50 head, and even though you own less than 50 head, you are eligible for membership at the minimum charge. If you are now a subscriber to "The Cattleman," same will not be charged to your membership until present subscription expires.

The strength of any representative organization is entirely dependent on the support given it and the number of persons or the composite assets it is authorized to represent. The more members the Association has, the wider can be its scope of representation, and the more effective will be its endeavors.

19

To the President and Members of the Texas & Southwestern Cattle Raisers Association:

The Petition of the subscriber represents that he is desirous of becoming a member of the Association and I CERTIFY THAT I HAVE RENDERED NOT LESS THAN 65% OF THE CATTLE I AM HANDLING. In case of acceptance I agree and bind myself to conform to the By-Laws governing the Association, and to pay all dues, assessments and other charges provided for by the Association, at Fort Worth, Texas.

Name.....
(Print Name)

Ranch is located.....

Postoffice is.....

65% of the cattle controlled is.....

Recommended by.....

Signature of Applicant

CUT ALONG THIS LINE

RIGHT



LEFT



REMARKS

(For Instructions See Other Side)

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The Cattleman is the most widely read publication of its kind in the country.

Heavy Breeds Least Tolerant to Radiated Heat

SIZE and hair color are important factors governing a cow's comfort on hot, sunshiny days, according to agricultural engineers of the U. S. Department of Agriculture. Cows are less tolerant to heat than man, because of their inability to perspire—and so rid themselves of heat.

Engineers of USDA's Agricultural Research Service and dairy husbandmen of the Missouri Agricultural Experiment Station found in tests at the Columbia, Mo., Psychoenergetic Laboratory that the most suffering cows are those that have the least skin area in relation to their body weight. Thus Holsteins, a heavy breed, with less skin area per pound of weight than Jerseys or Brahmans, have greater difficulty ridding themselves of the sun's radiated heat. Holsteins are less tolerant to heat radiation than Jerseys; Jerseys less tolerant than the Indian Brahmans, a heavy breed.

The Brahman's secret of heat tolerance is its built-in "radiators"—its big ears, dewlaps, and navel flap. These physical characteristics provide the breed with large skin areas through which heat can be dissipated without greatly increasing body weight.

Both the Holsteins and Jerseys were markedly affected under laboratory conditions that approached the sun's radiation on an average Midwestern summer day. (Laboratory radiation was 180 to 190 B.t.u. per square foot, hourly as compared to 250 B.t.u. for the sun.) With the air temperature maintained at 45° F. milk production of Holsteins dropped 10 per cent, of Jerseys, 5 per cent. When air temperature was increased to 70°, production dropped 24 and 14 respectively, and at 80°, 40 and 30 per cent. Although not milking, the Brahmans showed no discomfort under the hottest test combination of air temperature and heat radiation and kept eating normally.

The tests showed that hair color has some effect on an animal's ability to tolerate radiated heat, but more significant was the ability of the cows to change the texture of their coat as temperatures increased. Coarse shaggy hair was replaced by fine, glossy hair that absorbed less and reflected more of the sun's radiation. The lighter hair of Brahmans, Jerseys, and predominantly white Holsteins reflected more radiated heat in the visible light spectrum, but the predominantly black Holstein showed excellent ability to reflect invisible infra red (heat lamp) radiation.

These cooperative radiation studies are another phase of a series of experiments being carried on under controlled conditions in the Columbia laboratory to determine the best environment for cows, from a standpoint of efficient feed utilization and milk production. Results of this research are being incorporated into the dairy animal management and housing recommendations.

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3 IN 1 CATTLE CHUTE



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three operations... squeezing, loading and hauling. Five models to fit individual needs, with or without wheels, and with front AND side openings, or front opening only. Adjustable to any size animal.

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ENID JUSTIN, President • NOCONA, TEXAS



LIVESTOCK CALENDAR

HEREFORD SALES

Oct. 4—Thorp Hereford Farms, Britton, S. D.
 Oct. 5—Heart O' Texas Hereford Assn., Waco, Texas.
 Oct. 5—Magic Empire Hereford Assn., Tulsa, Okla.
 Oct. 6—Portage Farms, Woodville, Ohio.
 Oct. 7-9—Hi-Point Farms, Romeo, Mich.
 Oct. 9—Guadalupe Valley Hereford Assn., Seguin, Texas.
 Oct. 9—Arkansas Hereford Assn., Little Rock, Ark.
 Oct. 11—Morlunda Farms Calf Sale, Lewisburg, W. Va.
 Oct. 11—Ken-Mar Farms, Attica, Kans.
 Oct. 12—Windsor Place, Boonville, Mo.
 Oct. 13—Velva Haven Farms, Prospect, Ky.
 Oct. 14—Dillon Hereford Farm, Hutchinson, Kans.
 Oct. 14—Harmony Landing Farm, Goshen, Ky.
 Oct. 15—Wyoming Hereford Ranch, Cheyenne, Wyo.
 Oct. 15—D. G. Dawson, Hennessey, Okla.
 Oct. 19—New Mexico Hereford Assn. Range Bull Sale, Clovis, N. M.
 Oct. 20—Valley Acres, Mayfield, Okla.
 Oct. 22—Pacific International Sale, Portland, Ore.
 Oct. 25—Norell Herefords, Collbran, Colo.
 Oct. 26—Bennie Wilson, Berclair, Texas.
 Oct. 27—Ed Jeffers, Springer, N. M.
 Oct. 27—Hill Country Hereford Assn., Mason, Texas.
 Oct. 30—Circle A. Hereford Farm, Morris, Ill.
 Nov. 3—Gulf Coast Hereford Assn., Brenham, Texas.
 Nov. 4—Capital Area Hereford Assn., Austin, Texas.
 Nov. 5—Palo Pinto Hereford Assn., Mineral Wells, Texas.
 Nov. 8-9—Sunflower Futurity, Hutchinson, Kans.
 Nov. 9—Northeastern New Mexico Hereford Assn., Raton, N. M.
 Nov. 9—Arkansas Valley Hereford Assn., Russellville, Ark.
 Nov. 9—South Texas Hereford Assn., Beeville, Texas.
 Nov. 10—Mathews-Billings and Dauber, Kinsale, Kansas.
 Nov. 11—Y. Z. Vaughn, Morris, Okla.
 Nov. 15—Greenbelt Hereford Assn., Childress, Texas.
 Nov. 17—Magic Empire Range Bull Sale, Pawhuska, Okla.
 Nov. 17—Mid North Texas Hereford Assn., Cleburne, Texas.
 Nov. 19—Charles F. Moore, Dyersburg, Tenn.
 Nov. 19—Grand Lake Hereford Assn., Vinita, Okla.
 Nov. 22—Circle J Ranch, Montgomery, Ala.
 Nov. 22-23—Cravens Ranch Dispersion, Oklahoma City, Okla.
 Nov. 22-23—Texas Roundup Sale, Fort Worth, Texas.
 Nov. 23—T. A. Culver, Decatur, Ala.
 Nov. 27—Texas-Oklahoma Hereford Breeders, Wichita Falls, Texas.
 Nov. 29—West Texas Hereford Assn., Abilene, Texas.
 Nov. 30—Sweetwater Area Hereford Assn., Sweetwater, Texas.
 Nov. 30—International Hereford Sale, Chicago, Ill.

OCTOBER 1954	NOVEMBER 1954	DECEMBER 1954	JANUARY 1955
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31			30 31

FEBRUARY 1955	MARCH 1955	APRIL 1955	MAY 1955
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JUNE 1955	JULY 1955	AUGUST 1955	SEPTEMBER 1955
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Dec. 1—Coleman County Calf Sale, Coleman, Texas.
 Dec. 2—Brownwood Hereford Sale, Brownwood, Texas.
 Dec. 3—Roy R. Largent & Sons Dispersion, Merkel, Texas.
 Dec. 4—Colorado Hereford Assn. Bull Sale, Colorado Springs, Colo.
 Dec. 4—Blanco Hereford Assn., Johnson City, Texas.
 Dec. 4—Kingford Farm, Siloam Springs, Ark.
 Dec. 6—CK Ranch, Brookville, Kans.
 Dec. 6—Anxiety Hereford Breeders, Amarillo, Texas.
 Dec. 7—MHM Hereford Farms, Pulaski, Tenn.
 Dec. 8—Clay County Hereford Assn., Henrietta, Texas.
 Dec. 9—Turner Ranch, Sulphur, Okla.
 Dec. 11—Hereford Heaven Range Bull Sale, Ardmore, Okla.
 Dec. 13—Par-Ker Ranch, Chelsea, Okla.
 Dec. 13—Lakeview Hereford Farms, Tyler, Texas.
 Dec. 14—Montague County Hereford Breeders, Bowie, Texas.
 Dec. 14—Jones and Watson, Hutchinson, Kans.
 Dec. 15—Stanton Hereford Ranch, Alvin, Texas.
 Dec. 16—Cedar Lane Farms, Greenville, Miss.
 Jan. 3, 1955—A. H. Karpe's Greenfield Hereford Ranch, Bakersfield, Calif.
 Jan. 6—Howard-South Plains Hereford Assn., Big Spring, Texas.
 Jan. 8—Concho Hereford Assn., San Angelo, Texas.
 Jan. 10—Mid-Texas Hereford Assn., Stephenville, Texas.
 Jan. 11—Ellis County Hereford Br., Shattuck, Okla.
 Jan. 12—Woodward County Hereford Breeders, Woodward, Okla.
 Jan. 17-18—National Western Hereford Sale, Denver, Colo.
 Jan. 22—Waite Bros, Winfield, Kans.
 Jan. 26—Red River Valley Hereford Assn., Frederick, Okla.
 Jan. 26—Top O' Texas Hereford Assn., Pampa, Texas.
 Jan. 28—Southeast New Mexico Hereford Assn., Roswell, N. M.
 Feb. 1—Southwestern Hereford Sale, Fort Worth, Texas.
 Feb. 7—HG Hereford Farms, Colby, Kans.
 Feb. 7—Mibermel Hereford Ranch, Natchitoches, La.
 Feb. 8—North Plains Hereford Assn., Perryton, Texas.
 Feb. 8—Lakeland Farms, Bethany, La.
 Feb. 10—Southwest Oklahoma Cattlemen's Assn. Sale, Lawton, Okla.
 Feb. 11—Beckham County Hereford Assn., Sayre, Okla.
 Feb. 16—Magic Empire Breeders Opportunity Sale, Pawhuska, Okla.
 Feb. 18—Gulf Coast Hereford Assn., Columbus, Texas.
 Feb. 19—Straus Medina Hereford Ranch, San Antonio, Texas.
 Feb. 21—Gilfoil Hereford Farm, Tallulah, La.
 Feb. 24—Smithdale Farms, Limestone, Tenn.
 Feb. 28—Roundup Sale, Kansas City, Mo.
 Mar. 2—Panhandle Hereford Breeders, Amarillo, Texas.
 Mar. 3—Louisiana Hereford Assn., Delhi, La.
 Mar. 5—Mid-North Texas, Midlothian, Texas.
 Mar. 7—Southwest Branch Hereford Assn., Hope, Ark.
 Mar. 8—Louisiana Hereford Assn., Baton Rouge, La.
 Mar. 10—Cravens Ranch, Range Bull Sale, Oklahoma City, Okla.
 Mar. 11—Big Pasture Purebred Br. Assn., Walters, Okla.
 Mar. 12—Sand Hills Hereford Sale, Odessa, Texas.
 Mar. 29—Magic Empire Hereford Assn., Hugo, Okla.
 April 12—Magic Empire Great Plains Range Bull Sale, Woodward, Okla.

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POLLED HEREFORD SALES

- Oct. 9—Eagleville Polled Hereford Assn., Eagleville, Tenn.
 Oct. 12—Howard & Loma Turner, Perry, Okla.
 Oct. 15—Texas Polled Hereford Round-Up Sale, Fort Worth, Texas.
 Oct. 16—O'Bryan Ranch, Hiattville, Kans.
 Oct. 18—Magnolia Polled Hereford Assn., Tupelo, Miss.
 Oct. 19—Rhymes Hereford Farm, Monticello, Miss.
 Oct. 26—Spring Valley Farms, Poolesville, Md.
 Oct. 26—Eastern Polled Hereford Calf Sale, Frederick, Md.
 Nov. 3—National Polled Hereford Sale, Columbus, Ohio.
 Nov. 8—Shiflet & Shiflet and Lester Blair & Sons, Red Rock, Okla.
 Nov. 10—Western Polled Herefords, Inc., Colorado Springs, Colo.
 Nov. 11—Master Key Place, Fulton, Mo.
 Nov. 12—O'Bryan Ranch, Hiattville, Kans.
 Nov. 12—Spring Lake Ranch, Tupelo, Miss.
 Nov. 13—Eastern National Polled Hereford Sale, Nashville, Tenn.
 Nov. 15—Eagle Hereford Farm, Eagleville, Tenn.
 Nov. 20—Plainview Farm, Enterprise, Kans.
 Nov. 20—Hi Plains Polled Hereford Assn., Clovis, N. M.
 Nov. 22—Kansas Polled Hereford Assn., Topeka, Kansas.
 Dec. 1—Coleman County Calf Sale, Coleman, Texas.
 Dec. 7—Oklahoma Polled Hereford Assn., Enid, Okla.
 Dec. 10-11—National Western Polled Hereford Sale, Denver, Colo.
 Jan. 7, 1955—Santa Fe River Ranch, Alachua, Florida.
 Jan. 12—Mid South Polled Hereford Assn., Memphis, Tenn.
 Jan. 13—Hull-Dobbs Ranch, Walls, Miss.
 Jan. 25—Double E Ranch, Senatobia, Miss.
 Feb. 14—Circle M Ranch, Senatobia, Miss.
 Mar. 3—Hill Polled Hereford Ranch, Fairfield, Texas.

ABERDEEN-ANGUS SALES

- Oct. 2—Mid-Texas Angus Assn., Arlington, Texas.
 Oct. 4—North Central Texas Aberdeen-Angus Sale, Nocona, Texas.
 Oct. 12—Byars-Four Wynnes-Simon Prince 105 TT Sale, Kaufman, Texas.
 Oct. 18—Ridgela Angus Farm, Dickson, Tenn.
 Oct. 18—New Mexico Aberdeen-Angus Sale, Clovis, N. M.
 Oct. 19—State Angus Assn., Palestine, Texas.
 Nov. 1—Southwestern Regional Sale, Tulsa, Okla.
 Nov. 2—Quality Prince Sale, Stillwater, Okla.
 Nov. 6—South Texas Angus Assn., Alice, Texas.
 Nov. 8—Brook-Shahan Sale, Brady, Texas.
 Nov. 16—George Curtis-Wayne Burford Sale, Clovis, N. M.
 Nov. 18—Second Annual Angus Roundup Sale, Nocona, Texas.
 Nov. 20—L. H. Bowie & Son, Frisco, Texas.
 Dec. 8—Moore Bros.-Joe Lemley-Herman Allen Bull Sale, San Angelo, Texas.
 Dec. 13—Burch-Johnson Christmas Sale, Ravia, Okla.
 Dec. 14—Stoneybroke Ranch Santa Claus Sale, Ada, Okla.
 Feb. 1, 1955—Sondra-Lin Stock Farm, Fort Worth, Texas.
 Feb. 4-5—E. W. Thompson Dispersion, Sedalia, Mo.
 Feb. 11—Essar Ranch, San Antonio, Texas.
 Feb. 12—Mecom-Seventy Seven Ranch, Houston, Texas.
 Feb. 14—Charmay Angus Farm, Seminole, Okla.
 Feb. 21—Marydale Farm's Fourth Annual Production Sale, St. Francisville, La.

BRANGUS SALES

- Oct. 29—Brangus Valley Farms Dispersion, Fayetteville, Ark.
 Oct. 30—Northeast Oklahoma Brangus Assn., Vinita, Okla.

SHORTHORN SALES

- Oct. 23—Southwestern Shorthorn Breeders Assn., Beaumont, Texas.

SANTA GERTRUDIS SALES

- Oct. 4—Heart O' Texas 4-H and F.F.A. Santa Gertrudis Sale, Waco, Texas.
 Oct. 7—Oklahoma Santa Gertrudis Breeders Show and Sale, Tulsa, Okla.
 Nov. 10—King Ranch, Kingsville, Texas.
 Nov. 11—Third Annual Pioneer Santa Gertrudis Breeders Sale, San Antonio, Texas.
 Nov. 12—Randle Lake Santa Gertrudis & Quarter Horse Sale, Buckholts, Texas.
 Nov. 13—East Texas Santa Gertrudis Breeders Assn., Dallas, Texas.

CHAROLLAISE SALES

- Oct. 16—Billie Yates Charollaise Sale, Vineyard, Texas.

HORSE SALES

- Oct. 9-10—Foster Ranches, Quemado, N. M.
 Oct. 18—H. H. Darks Ranch Quarter Horse Sale, Wetumka, Okla.
 Oct. 25—Verner V. Parker-Claud Jones Quarter Horse Sale, Woodward, Okla.
 Nov. 10—King Ranch Quarter Horse Sale, Kingsville, Texas.
 Nov. 12—Randle Lake Santa Gertrudis & Quarter Horse Sale, Buckholts, Texas.

GENERAL

- Oct. 2-8—Tulsa State Fair, Tulsa, Okla.
 Oct. 2-10—Heart o' Texas Fair, Waco, Texas.
 Oct. 4-9—Arkansas Livestock Show, Little Rock, Arkansas.
 Oct. 9-24—State Fair of Texas, Dallas, Texas.
 Oct. 11-16—Mississippi State Fair, Jackson, Miss.
 Oct. 13—Oklahoma Range Improvement and Field Day, Woodward, Okla.
 Oct. 16-23—American Royal Livestock Show, Kansas City, Mo.
 Oct. 18-23—Pacific International Livestock Exposition, Portland, Oregon.
 Oct. 21—Angus Field Day, Ralston Purina Research Farm, Gray Summit, Mo.
 Oct. 23-31—State Fair of Louisiana, Shreveport, La.
 Oct. 26-29—Blue Grass Hereford Show, Lexington, Ky.

- Oct. 29—American Brangus Assn. Field Day, Vinita, Okla.
 Oct. 29-Nov. 7—Grand National L. S. Exposition Horse Show & Rodeo, Cow Palace, San Francisco, Calif.
 Nov. 1-3—National Polled Hereford Show & Sale, Columbus, Ohio.
 Nov. 12—Santa Gertrudis Breeders International Convention, San Antonio, Texas.
 Nov. 13-19—Eastern National Livestock Show, Timonium, Md.
 Nov. 26-Dec. 4—International Livestock Exposition, Chicago, Ill.
 Jan. 3-8, 1955—Arizona National Livestock Show, Phoenix, Ariz.
 Jan. 10-12—American National Cattlemen's Convention, Reno, Nev.
 Jan. 14-22—National Western Stock Show, Denver, Colo.
 Jan. 28-Feb. 6—Southwestern Exposition and Fat Stock Show, Fort Worth, Texas.
 Feb. 3-14—Houston Fat Stock Show and Livestock Exposition, Houston, Texas.
 Feb. 18-27—San Antonio Livestock Exposition, San Antonio, Texas.
 Feb. 28-Mar. 4—Amarillo Fat Stock Show, Amarillo, Texas.
 Mar. 9-12—Sand Hills Hereford and Quarter Horse Show, Odessa, Texas.
 Mar. 10-12—42nd Annual Kansas Livestock Assn. Convention, Wichita, Kans.

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